THE CORE AREA PLAN

A COMPONENT OF THE DOWNTOWN HAYWARD DESIGN PLAN

Hayward, California

RECENTERING

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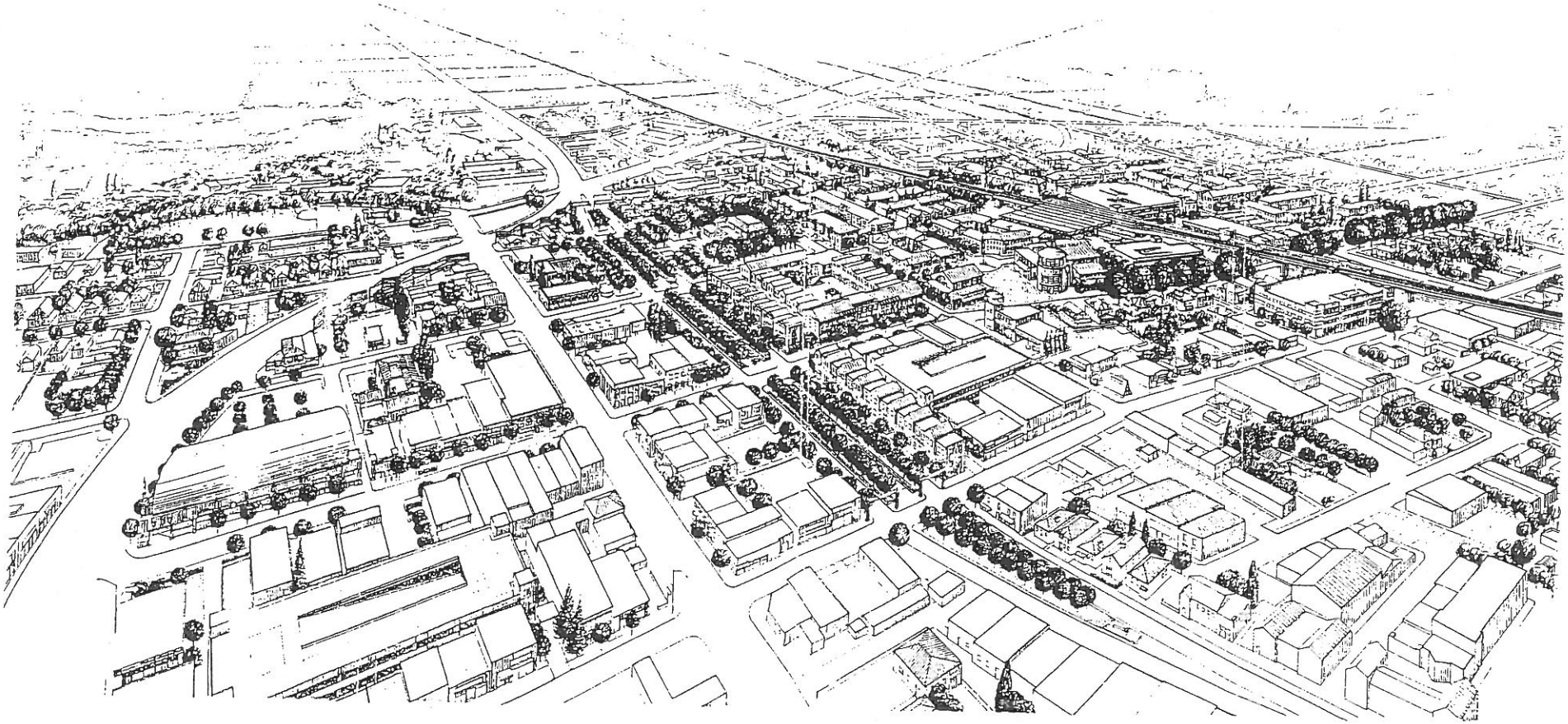


THE GOAL

Downtown Hayward Design Plan

The purpose of the Downtown Hayward Design Plan is to create a densely developed, mixed use, pedestrian oriented downtown neighborhood. The elements of the plan are a set of actions to repopulate and revitalize this once active urban center. In the plan, new housing units cluster around an easily accessible transit hub for BART and buses. Revitalized retail connects directly to the transit center and the housing. Civic buildings re-assume their traditional stature as monuments within the town fabric. Public investment spurs private investment. There are public spaces, parks, and people on the streets. Cars are accommodated but they no longer dominate the town. The values that traditional town centers provided for citizens are rediscovered in a new post suburban pattern of development in which Hayward, along with other progressive Northern California communities, is in the vanguard.

Figure 1 (Opposite page) Illustrative aerial view of Downtown Buildout Plan

The preparation of this document was preceded by a lengthy public process in which many citizens of Hayward gave testimony about the qualities of community and civic dignity that have been diminished as downtown has atrophied. An overwhelming majority of the citizens who participated in the public process support the rebirth of downtown and look forward to the day when Hayward again has a vigorous heart.

The recommendations from the public process are at the heart of this plan. The participants forwarded a framework for rebuilding the downtown, stressing the need for a civic focal point, retail revitalization, housing, and expanded civic/cultural activities. As the plan has evolved, the additional issues of boundaries/edges and the treatment of the earthquake fault became important components. These six categories form the armature for the downtown revitalization plan.

Plan Overview

1. *Focal Point*
2. *Housing*
3. *B Street/ Business Revitalization*
4. *Cultural Activities*
5. *Boundaries and Edges*
6. *Earthquake Fault Corridor*

The Focal Point is a key strategy designed to give the downtown core a strong new identity. Its public square and surrounding uses attract people, while its scope signals to investors the City's commitment to redevelopment. New housing makes the downtown core home to a diverse population. These new residences are clustered together around the amenities of Library Square and the BART station. Standards for housing design insure that these residences animate the street with pedestrian life. A new focus is given to business revitalization. Economic restructuring and repair to the physical environment creates a healthy climate for businesses that serve the community. A variety of cultural events bring people from the surrounding region to the downtown. Gateways at important intersections signal the presence of an active downtown to those passing through. Public safety is improved as a grand boulevard replaces buildings directly on the earthquake fault. In addition to these elements, the plan includes a new Firehouse, an expanded supermarket with a stronger urban presence, a reconfigured transit station that is better suited to pedestrian access, a relocation and consolidation of billboards into a revenue producing landmark, and an increase in parking availability to accommodate those coming to partake in the new downtown activities.

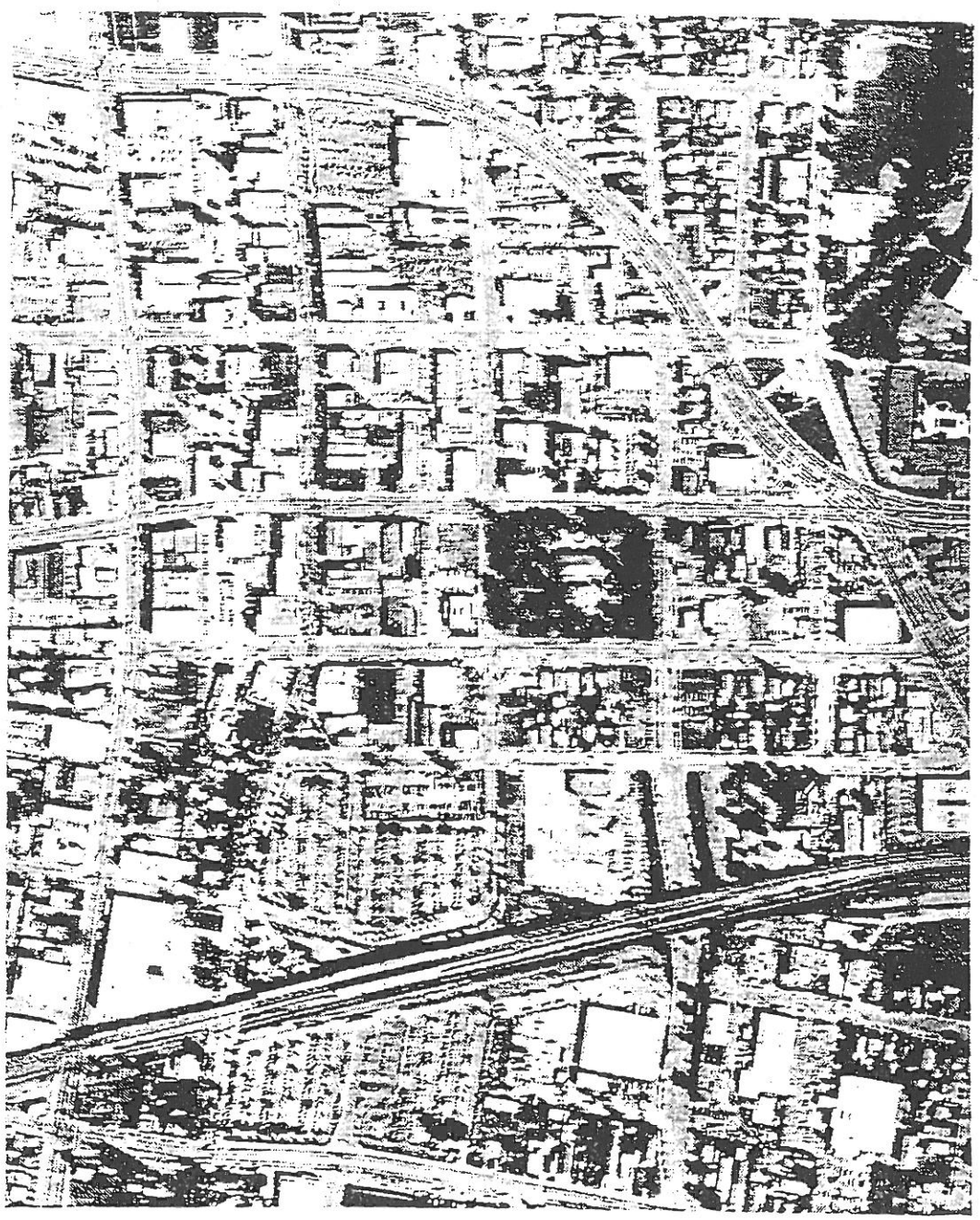
The renaissance of urban centers like Hayward is the most sensible counter-strategy to the endless spread of an evermore congested, polluted and alienating suburban landscape that has

become familiar to all Californians. In the last few years, the Hayward City Council has adopted policies which set the stage for a major revitalization of downtown. Recapturing the economic and social vitality that once existed in Downtown Hayward is a complex and formidable task. It can only be accomplished if there is a vision of a future downtown so compelling that it builds a broad community consensus. The public process which has accompanied this plan aims at building both ideas about physical transformation and the political will to achieve them.

The study area for this plan is the Hayward downtown core, a historic district that was the first land officially platted in the formation of the City of Hayward. The core area is defined by A Street, Foothill, D Street, and Grand Street. For this study a four block area south of D Street, the Jackson/Foothill intersection, and a two block area west of Grand are also included as part of the core.

The revitalization process outlined here is divided into two parts. Chapter II is an overview of the complete buildout plan, the long range goal for redevelopment. Chapter III outlines a series of initial actions which can be accomplished with existing resources. These initial actions form the groundwork for the revitalization process. The Appendix contains all the numerical standards, maps, and design guideline specifics. Chapter I provides the background, a brief overview of historical changes in the make-up of downtown Hayward.

I. WHAT HAPPENED TO HAYWARD?



Gridiron Town, 1856–1952

Hayward once had a beautiful downtown. It was a real center with thriving businesses, people on the streets, handsome public spaces and civic buildings. People were proud of the town and prospered in it. Today, many citizens of Hayward, particularly those who remember what it used to be like, are aware that there has been severe damage both to the physical appearance of the town and to the quality of community life it supports. Understanding some of the causes of these changes is an important part of remaking the town so that its civic and economic life thrives again and its physical structure is again a source of pride.

Hayward is one of a series of gridiron towns that constitute the communities of the East Bay. Oakland, Alameda, San Leandro, San Lorenzo and Hayward are all examples of satellite urban centers connected to each other via the railroad. The original platting of what is now downtown included residential, civic, and commercial lots, and a large park-like public square at its center. These elements were organized around an orthagonal grid of streets and sidewalks. There was direct access to a railroad station, and a mix of roads serving both local and regional needs. Some of the elements are necessary to support a vital and active urban community. Many of these elements are still present today (BART has replaced the railroad), but they are no longer integrated in any way that supports a successful downtown.

The East Bay towns were originally platted in a structure like most towns throughout the west. The grid form meant land could be parcelled easily, and well in advance of settlement. Lot sizes were predictable, manageable, and familiar to those buying and selling land. Lots had building frontages facing a common street. This orientation toward the public realm meant that all private structures contributed to and benefitted from the activities of the city. The pedestrian environment flourished from this connection. The grid structure also allowed continuous and unrestricted access to all points along it. It also allowed individual expression on private lots without disrupting the larger order of the town.

For many years of Hayward's growth the grid served to focus and organize change. New elements were added to the growing city and enhanced its identity. Grand public buildings like the Old City Hall, Post Office, and Veterans Memorial Building fitted into the existing block configuration. As the automobile became more common, and parking became a concern, the open space in the mid-block areas became a convenient location for clustered off-street parking. The grid structure was remarkably flexible, allowing for changes that couldn't have been anticipated when it was originally laid out.

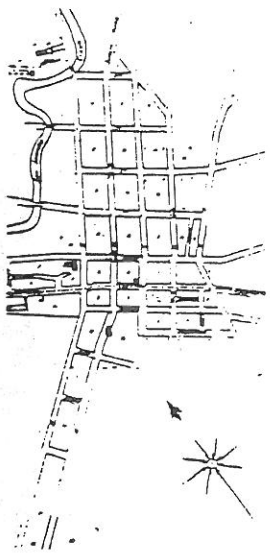


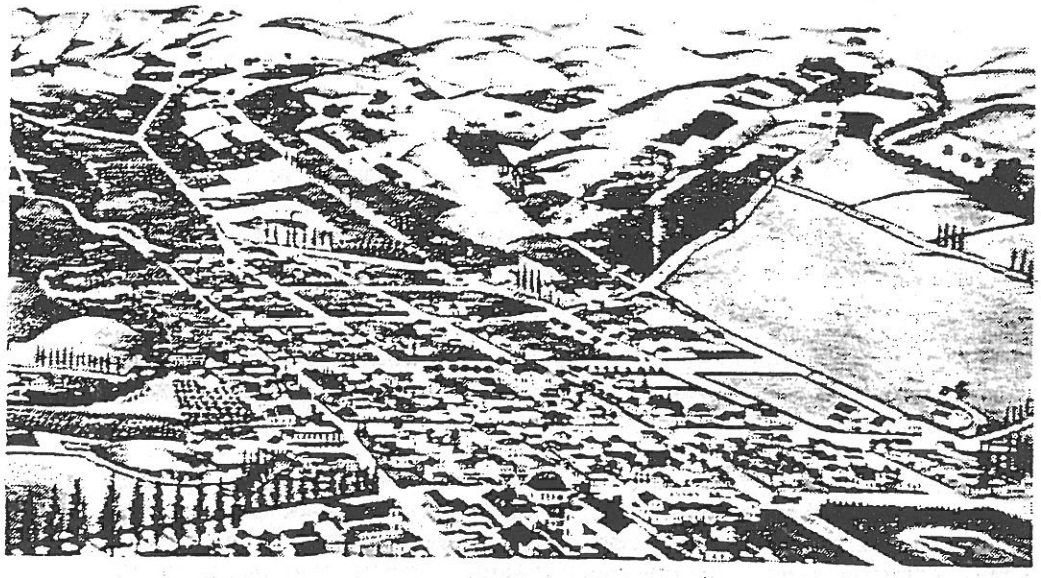
Figure 3 (above)
1903 Sanborn Map showing original street grid

Figure 2 (Opposite page)
Aerial photograph, downtown core today

Interventions, 1952–

Over time, as development patterns changed, there were a series of interventions that drastically altered the original gridiron form. These interventions were of such a scale that they fractured of the original civic organization.

Figure 4
1908 lithograph of downtown



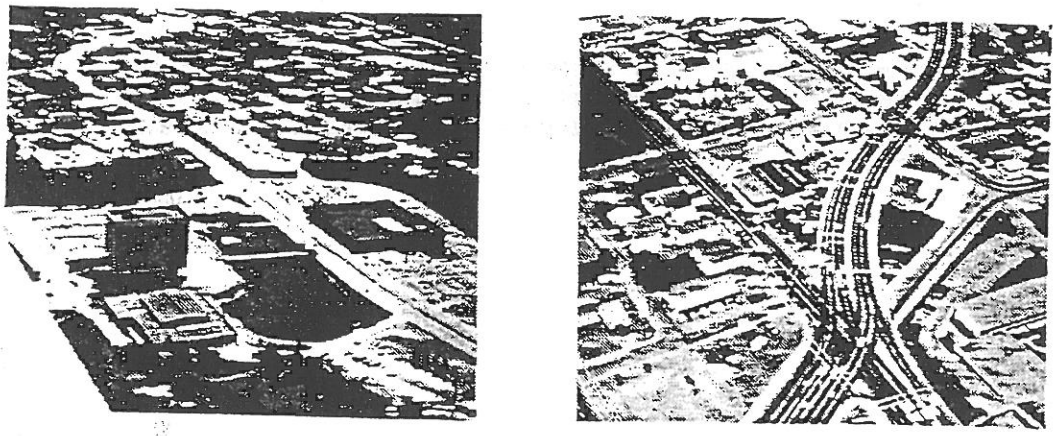
The most drastic and destructive change in the downtown came when First Street was changed to Foothill Boulevard in 1952. The path of traffic was shifted to slice through the existing blocks (figure 5b). This action was the first in a series where regional transportation concerns prevailed over local concerns. The new artery snaked through the pattern of existing streets and left in its wake a series of oddly shaped blocks that have never been redeveloped, and still remain a fragmented mess of inaccessible businesses and remnant land.

Drastic changes in the scale of infill development have also had a substantial effect on the organization of downtown. Large scale land assembly to accommodate office development and suburban-style outlet stores introduced a new building type: the large, setback building surrounded by acres of surface parking (figure 5a). The current Mervyn's and City Center sites are examples of this pattern. These are autonomous buildings that are generally configured without thought to the relationship they have to each other or to the street they are on. The streets they front are primarily collector arterials, and the historic function of the street as part of the social fabric no longer includes the pedestrian. People seldom walk to these places.

Another disruptive force is the Hayward Fault which cuts through the heart of downtown just east of Mission Boulevard. The fault has damaged buildings and retarded investment. A setback zone of 50 feet on each side of this fault has been established to prevent new buildings from being built on it. This restricted zone now fractures the core and its effect will become more severe as many unreinforced buildings are likely to be removed during the next five years because

of stricter building codes. A creative re-use of this land is a key to knitting downtown back together.

Another change in the character of downtown was the construction of the BART station in 1972. BART has much potential benefit to downtown Hayward but that benefit so far has been unrealized. Since the BART tracks and station follow an existing right-of-way for the



A. B.

Figure 5
Aerial photos-
a) Large scale changes
b) Slicing of grid

railroad the negative impact of this station on the downtown is less than it might have been. The disruptions to downtown come from the design and placement of BART's surface parking lots which effectively block pedestrian connections between BART and downtown businesses or housing. The BART station therefore serves as a suburban park-and-ride station on a key downtown site that does little for Hayward but exacerbate downtown's serious traffic problems. The integration of BART into the pedestrian network of Downtown is a key element of this plan.

Re-integration

The Hayward City Council is keenly aware that the forces of disintegration will soon eradicate what is left of Hayward's historic center unless the City acts vigorously and promptly to reverse tendencies that have a forty year momentum behind them.

Regional shopping malls currently attract customers from the downtown shopping core, but

there are many signs that this need not be so. Retailers in other Northern California communities have experienced renewed interest in the qualities that a downtown shopping district can offer, qualities that are distinctly different from a suburban mall. In Hayward, there still are a substantial number of fine older buildings that can be saved and integrated with new development. The provision of large amounts of surface parking has undercut the pedestrian qualities of the downtown, but there are ways that this demand can be met in a less destructive manner.

This plan is a revitalization, not a restoration. The goal is to adapt the downtown's historic structure to contemporary needs, to build on its previous successes. A gridiron downtown has the capacity to accommodate the automobile, the pedestrian, new development scale, and public transit. This plan is designed to provide Hayward with the means for integrating these elements and achieving revitalization.

II. THE PLAN


Russell Way
Foothill Boulevard
First Street
D Street
Armstrong Street
E Street
Main Street
A Street
B Street
C Street
D Street
Francisco Street
Watkins Street
Atherton Street
Willis Street
Smalley Avenue
Montgomery Street
Western Pacific Railroad
Grand Street
A Street
B Street

The intent of this plan is to create a diverse and dynamic downtown neighborhood. The means are a set of strategies, policies, and actions aimed at revitalizing businesses and repopulating the streets. The goal is shown in the illustrative plan on the facing page: a clear and recentered downtown Hayward with housing, shopping, restaurants, and well-formed public spaces for cultural and civic activities.

Figure 6 (Opposite page)
Illustrative Buildout Plan

The drawing shows a vision of Hayward's core in its final built-out form. It represents the culmination of strategies and actions that will be outlined in this chapter. This vision of downtown Hayward will focus new development toward a common civic goal. The plan elements are clustered into the categories which are listed below. In the process of redevelopment, these components should be advanced simultaneously, as they are all necessary for a complete and diverse urban neighborhood. (First steps in the revitalization process are outlined in the following chapter, "How to Start").

Focal Point. Includes a) the Downtown Plaza that provides an anchor and visual terminus to B Street, reestablishes connection to the transit center, provides a defined public space for civic events, creates sites for new public buildings and/or private development, and gives a new focal identity and center to the revitalized downtown; b) a relocated Firehouse that helps to anchor the new Downtown Plaza; and c) a reconfigured transit center to improve pedestrian connections to the downtown, and to improve the frontage along Grand Street.

Housing. Includes a) new infill housing sites near the BART station; and b) design standards insuring that these new developments are consistent with Hayward's goal of a pedestrian oriented environment.

B Street/Business Revitalization. Includes a) standards for new commercial infill; b) policies to revitalize businesses; c) a program for saving existing building stock; d) interim strategies for activating gaps and vacancies; e) a pushcart marketplace; f) new mid-block parking structures; g) an expanded and relocated Lucky supermarket; and h) a built out row of freestanding small buildings in the area of Montgomery and B Street.

Cultural Activities: Includes a) an expanded Library Square park designed to accommodate outdoor recreation uses; and b) potential Library relocation to allow conversion of existing library building into cultural/community/arts center; and c) programs to foster civic activities.

Boundaries and Edges: Includes boundaries and gateways along the perimeter of the core to give identity and clarity to the area.

Earthquake Fault Corridor: Includes a) a relocated Mission Boulevard designed to repair the damage to the town fabric caused by presence of the Hayward Fault; and b) a linear park median that accommodates a farmer's market

General descriptions of these plan elements are described in this chapter. Detailed guidelines to implement these strategies are in the Appendix.

A series of public workshops established a Downtown Plan framework which is reflected in the organization of this chapter. The categories of Focal Point, Housing, B Street, and Cultural Activities were recommended by the public process as the key elements in downtown Hayward's future. They are the primary building blocks that will be used by this plan to start the revitalization process, and they are the first four sections that follow. The additional categories Boundaries and Edges and Earthquake Fault Corridor are necessary components to the other actions.

Buildout Plan Summary

This is a summary of the new elements this downtown plan proposes. The figures reflect full buildout conditions. For a detailed breakdown (block by block) of these proposed elements, and their potential phasing, see "Appendix A, 1. Land Use Summary Map"

LAND USE	AMOUNT	CONDITIONS
Housing	**675 to 1345 units total**	Reflects the range of possible densities within new zoning standards
Retail	**66,700 sq. ft. total**	Ground floor only
Parking Structures	**2647 stalls total**	Assuming three parking floors
City	990 stalls	
BART	1657 stalls	
Office Space	**50,800 sq. ft., total**	Ground floor only
Miscellaneous		
Supermarket expansion	to 47,600 sq.ft.	Ground floor only
Firehouse	12,000 sq. ft.	Ground floor only
Focal Point Building	55,000 sq. ft.	On two floors
Relocated/consolidated billboards	10-24	
New banner gateways		
Reconfigured BART pedestrian routes		
Reconfigured bus terminal		
New bus canopy		
Mission Boulevard w/median park	72,000 sq.ft.	Public open space

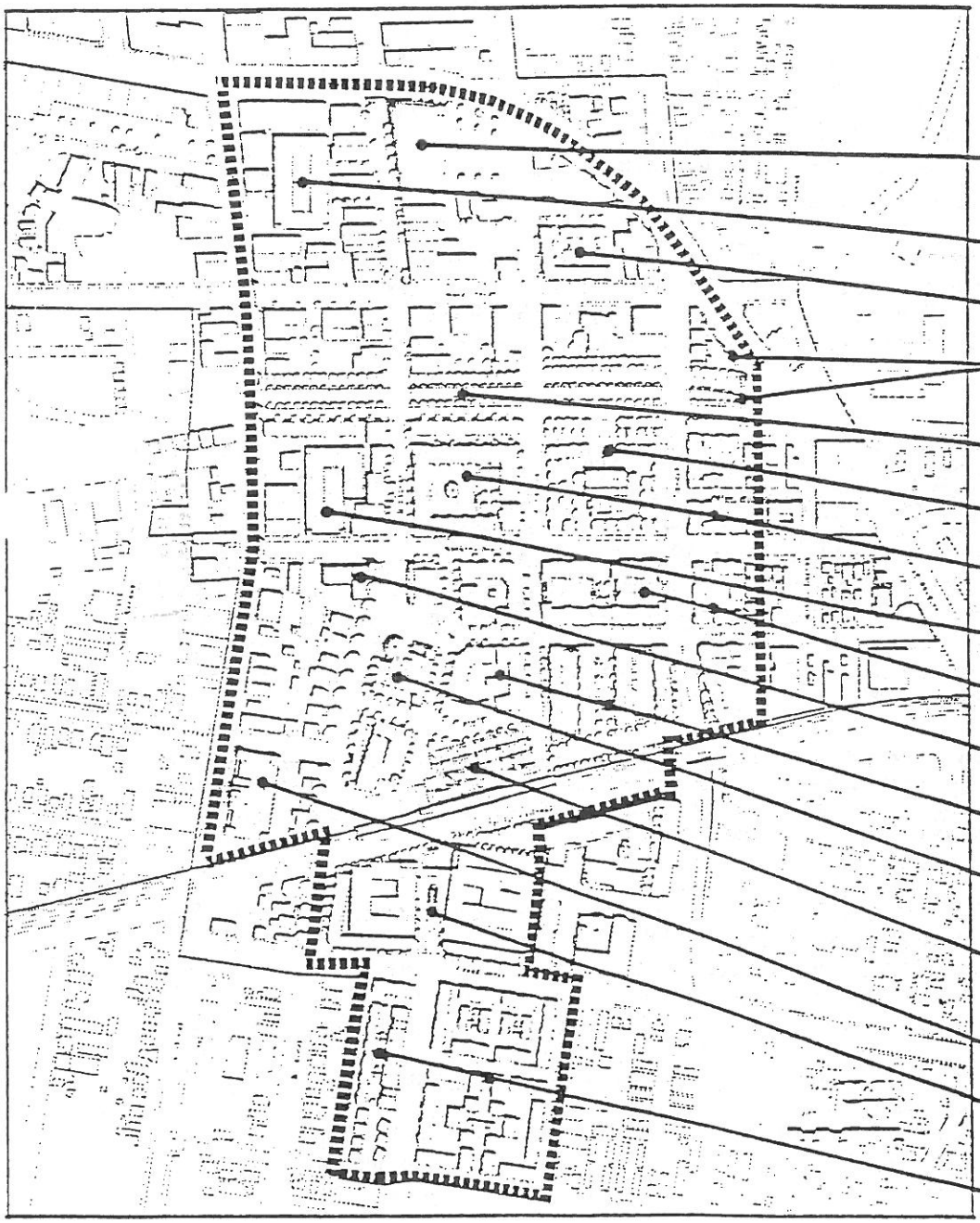
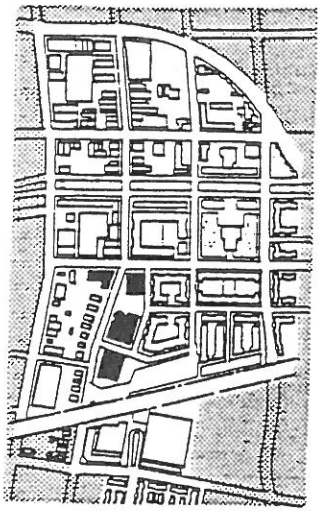


Figure 7
Key Map for Downtown Plan

The Focal Point



The site located east of the BART station and south of B Street is a pivotal element in the revitalization of the downtown. It is currently occupied by a surface parking lot that services the BART station. The presence of this lot serves to maroon the entrance to the station in a sea of cars making it a difficult place to walk to from the rest of downtown. The redevelopment of this site as a focal point to the downtown is critical as both a pedestrian strategy—by reestablishing viable walking routes to and from the core—and as a strategy for catalyzing future private development in the area. The focal point proposal involves four elements: the Downtown Plaza and the new buildings which define it, the landswap which makes a favorable parcel arrangement possible, the Transit Station, and the new Firehouse. The Plaza and the Firehouse add civic activity to the area, and the BART transit station is adapted to its new role as a link in the reestablished chain of pedestrian connections.

Note: the Downtown Plaza (the first section to follow) is the subject of a seperate planning study that occurred concurrently with this one. It has been included here to illustrate its interaction with the greater downtown plan. For more detailed information on this portion of the focal point, see Focal Point Master Plan, Freedman/Tung/Bottomley, 1991.

The Downtown Plaza

A center piece in the downtown plan is the Downtown Plaza, a new public space terminating the axis of B Street and serving as an entrance to the city for BART patrons and bus riders. Downtown Plaza will have the civic role that central squares have traditionally performed in cities. It will be the main public gathering place in town—the symbolic center of Hayward. To perform this role, Downtown Plaza must be bounded by buildings—preferably public buildings, preferably architecturally distinguished buildings, but necessarily buildings with active uses at their ground floor. The nature of the activities these buildings house is not critical to the plan as long as they generate activity. A public library, City or County offices, or private office space are all appropriate at upper levels. The ground floor may house retail uses, cafes or restaurants, reading rooms in a library, or other public uses.

Alternative parking facilities may be preferable to construction of the parking structure on the Focal Point site. In such event, optional uses such as office, retail or public may be developed in the area shown for a parking structure.

Though the City must carefully allocate its resources to initiate the revitalization process, there are strong arguments in favor of constructing a new public library as the principal building defining Downtown Plaza. The existing main library currently needs to expand to meet demand, and instead of further encroaching on it present site, the park portion of Library Square, this expansion can serve the new civic focal point. The library provides a proven way of generating foot traffic in the core throughout the day. As a main library it serves a large citywide demand, making its proximity to BART and AC Transit an asset. A library's public uses--reading rooms, periodicals, public information--support civic activity. Moving the library from inside its current building frees its former home for use as a cultural center (see Chapter II, "Cultural Activities: Library Square"). Though it will have a large citywide draw, the library also serves a neighborhood function, and will be an attractive amenity to the proposed housing in the area.

Other uses could also work well as long as they are configured in a way to help define and

benefit from the public square. Public uses and entrances should face the plaza. The perimeter of the plaza should have an inhabitable transition between open space and building: an arcade, integral seating, or a cafe. Windows should be transparent and not tinted or reflective. The most public part of the new uses should be aligned along the square so that activities in them can be seen from the plaza. The intention of these recommendations is to create a public urban environment that is inhabited and claimed by residents and visitors, and is not simply a large area of empty pavement like many unsuccessful plazas. Most importantly, the new building at the northwest part of the site must be designed as a vivid terminus to B Street. Its facade should be a major landmark in the revitalized downtown.

Ground floor retail at the focal point is key to the success of the plaza. It continues the retail frontage of B Street and enlivens the square with activities, if retail uses are compatible with other uses on the square. Cafes, bookstores, or comparable businesses will generate foot traffic and insure that the ground floor of the plaza buildings will remain publicly acceessible.

Building a civic landmark such as the focal point is an important catalyst for future development. The move signals to potential investors the City's commitment to its own future. All potential redevelopers who have been consulted in the preparation of this plan have emphasized the importance of public investment as a catalyst for private investment.

From the point of view of the larger revitalization program, there are some key principles that

Figure 8
View of Focal Point with Firehouse at right and Downtown Plaza at terminus of B Street

the focal point and new downtown plaza must observe. First, the civic plaza is the link between the B Street commercial core to the East and the combined BART/AC Transit Terminal to the west. This link must be simple, direct, and easy to understand. As the design for the focal point and plaza evolve, this pedestrian link must remain a primary concern. Second, since the character of the civic plaza depends upon BART's development of its housing site to the south, the residential buildings must be compatible with an urban square. This means that the buildings should have primary entrances facing the plaza, they should create a continuous street wall, and dwelling units (if not over retail) should be withing 1/2 level of the street.

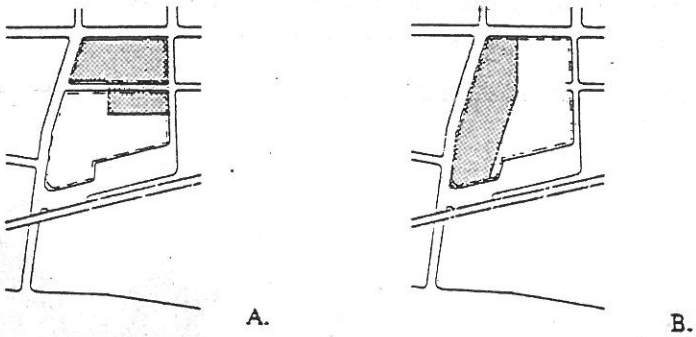
Landswap/Landpool

The Focal Point strategy can be best accomplished if existing parcels are reconfigured so that the resulting arrangement provides well shaped lots for both the downtown plaza and a potential development by BART at a later date. Currently, the City is acquiring an L-shaped lot that is comparable in size to BART's easterly parking lot. These two lots interlock within the block

Figure 9
City/BART Landswap
A) Existing; B) Proposed

KEY

City Property



and form two awkward development sites (see figure 9). Neither site is well shaped or located to foster development favorable to the downtown. The proposal is to close a portion of Atherton between B Street and C Street and swap land to benefit both parties, creating two viable lots. BART will gain a site that has a primary frontage along C Street (as opposed to along the tracks) and the prime corner diagonal from Library Square. Access to its interim parking lot is also improved. The City, in turn, can control the important civic frontage along B Street and the resulting pedestrian connections to transit from the core. An alternative to the landswap is a landpool, whereby the properties are combined, and the City and BART jointly develop the entire site. This could produce comparable results. (Options for developing the focal point in the event that the landswap does not occur are the subject of a separate study. See Focal Point Master Plan, Freedman/Tung/Bottomly, 1991). Care has been taken in this proposal to insure that transit and BART parking considerations are better served by the design that accompanies the Landswap than if BART were to proceed independently on the land as currently configured.

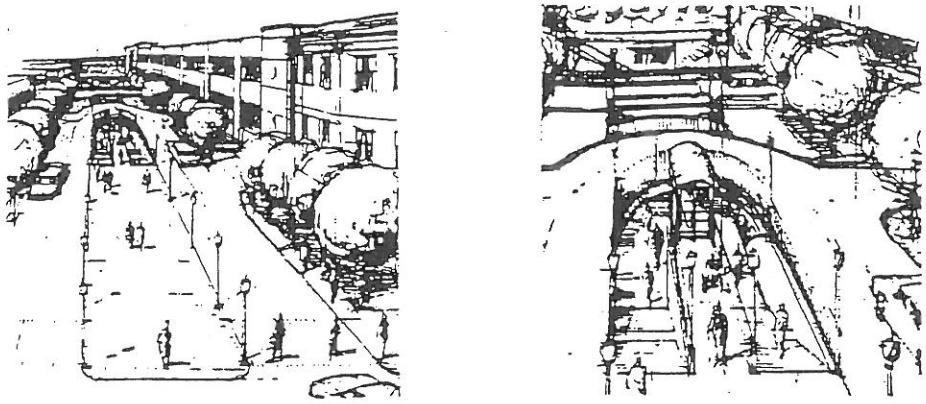


Figure 10
View of pedestrian route to the transit station approaching from C Street and Grand

Transit Center

An integral part of this downtown focal point is the relationship it has to the transit facility that is its neighbor. Through the coordination of BART and AC Transit, all bus and train stops can be clustered into a centralized transit station that provides a grand entrance into the city, and works with the new Downtown Plaza. This station is to be treated as a destination station in addition to the current plans for making it a transfer location. Through minor redesign of the existing plan, elements of the station such as approach routes and parking garages have been adjusted to eliminate barriers to pedestrians and to help integrate the various parts of the downtown. In return for improvements that help the city, BART and AC Transit are provided with a station design that is more accessible and efficient. Both will also benefit from the increased ridership from the new high density neighborhood at their doorstep. The following changes to existing plans are recommended:

The Pedestrian Link. The path that links the B Street plaza to new and existing housing west of Grand Street is reconfigured in the plan to a clear and direct pedestrian route through the BART station. The entrance from the west (which currently requires BART patrons to descend narrow stairs directly into a tunnel) has been restructured to act as a visual terminus to C Street. The entry sequence includes an entry kiosk (with stairs and elevator), a sunken courtyard, and the existing pedestrian underpass, all arrayed to avoid intersecting the route of automobiles. Questions of surveillance and handicapped access have been considered with BART officials as part of the planning process. This new configuration improves access from the west, and by including an elevator, creates accessibility for the disabled who previously had to circumnavigate the station.

Parking structure rotation. The proposed location of BART's parking structure on the west side of the station is adjusted in this plan by rotating it to be parallel with Grand Street (BART's initial design oriented it parallel to the tracks). The garage is set back from the sidewalk by 45 feet. No redesign of the structure is required (see figure 11). These maneuvers serve two purposes. They make the siting of the structure more consistent with the existing urban fabric, and they create a narrow site along Grand Street appropriate for a private development project to mask the garage from the residential neighborhood across the street. It would be favorable for this project to be a row of townhouses linked to the pending housing development to the south.

Reconfiguring the East side of the station. The existing passenger drop-off lane ("kiss-ride") is moved to the aisle closest to the building entry. Passengers need not cross the paths of buses and other cars to enter the station. The AC Transit buses are now clustered closer the the BART entrance. The primary pedestrian crosswalk links the main entrance of the station with a convenient path through the downtown plaza site to B Street. In addition, the main automobile entry into the transit station is shifted to run parallel with the BART tracks, enlarging the civic center site and eliminating the awkward triangular parking lot on B Street (see figure 11).

Bus Canopy. The sound of idling and accelerating buses in the AC Transit time-transfer area can be mediated in order to make the BART site a more pleasant environment for housing.

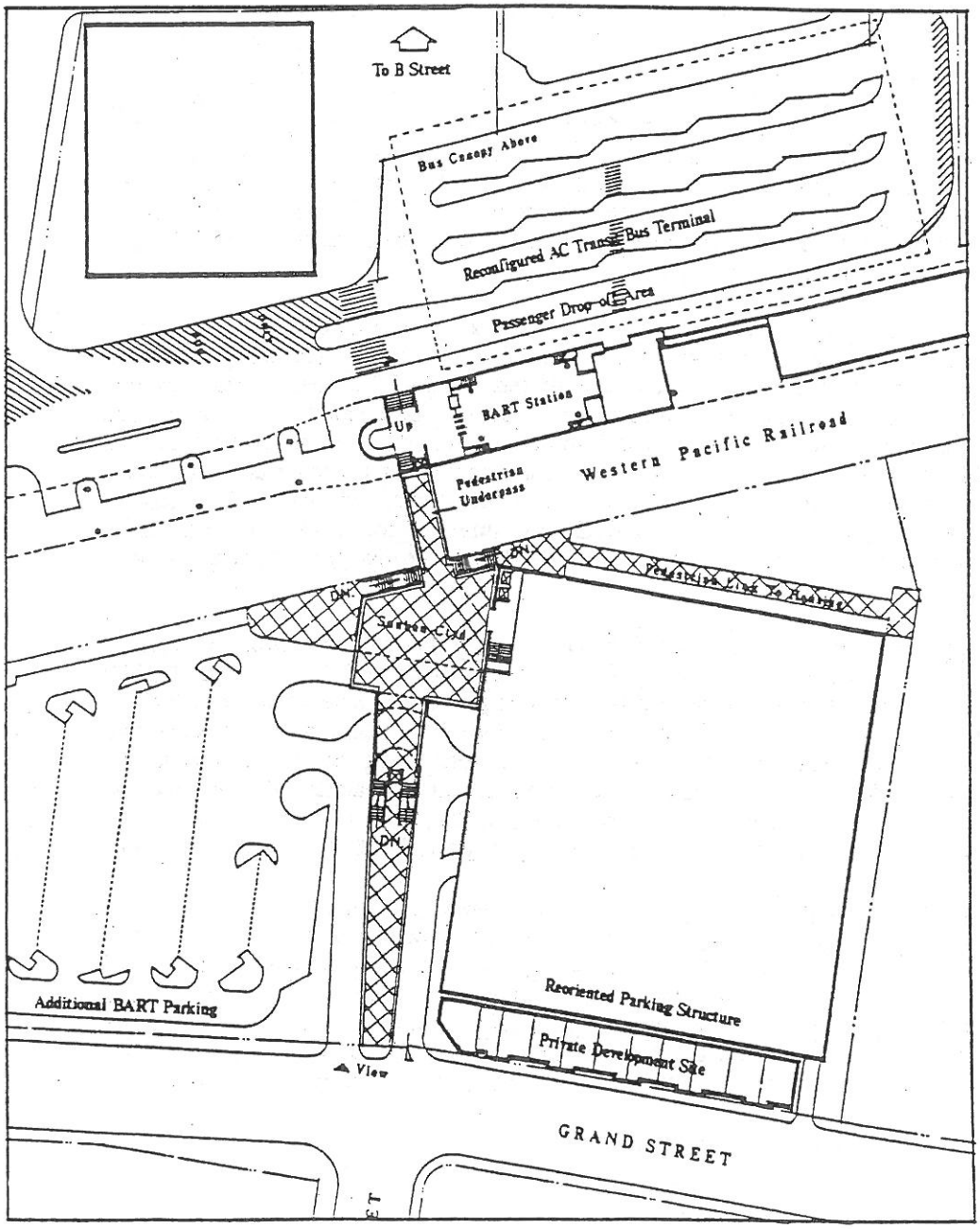


Figure 11
Detail of transit station, showing kiosk and stairs at terminus of C Street, sunken courtyard, re-oriented parking structure, reconfigured AC Transit bus terminal, and private development fronting Grand Street

Visual and noise problems can be addressed by the construction of a permanent canopy over the bus drop-off area. The roof must allow for ventilation as well as let in natural light for the station. The East wall must provide acoustic separation in the form of a window wall, landscaping, or other barrier that is compatible with residences. The canopy will accent this area as a transportation hub to form a dramatic entry into downtown Hayward.

The Firehouse

The cluster of new buildings at the focal point would be complemented by the construction of a new firehouse at the corner of B Street and Watkins (the current Greyhound site), across the street from the Downtown Plaza. This site was chosen because a publicly oriented fire station adds activity, interest, and civic presence to an urban center. The current fire station located on the corner of C Street and Main needs to be expanded and made earthquake safe. Instead of substantial remodelling, the opportunity should be taken to select a location that is both safer (farther from the fault) and contributes to downtown revitalization. To make the new fire station consistent with the importance of the proposed site, it must correct the problems created by the Greyhound building. It must be built as an urban building. The new firehouse must be designed without any setbacks, and the required truck washing areas should be on the side or rear of the building. Surface parking should also be placed at the rear of the building. The firehouse should have a vigorous architectural element such as a tower to mark the corner of B Street and Watkins and frame the view of the focal buildings on the Downtown Plaza.

The fire department hopes to create a way to educate the community about its services through exhibitions, tours, demonstrations, and an overall accessibility to the public which has not existed in their previous buildings. The new building can incorporate a public firehouse gallery, or general information office, that is located on the corner and faces the new downtown plaza. Large display windows comparable to the storefronts on B Street can contain exhibits of historical artifacts or current fire station practices and equipment, all of which would be guaranteed a steady audience of downtown residents and visitors.

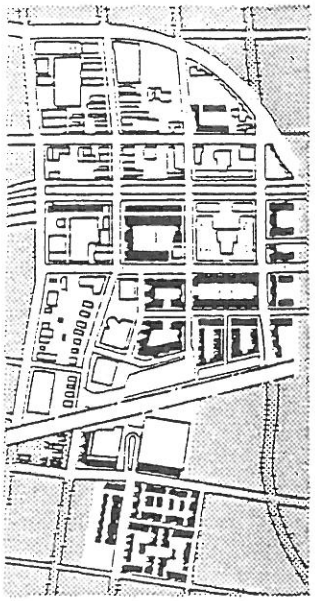
On the date this document was approved, the Hayward City Council had not yet decided whether the firehouse at C Street and Main will be relocated or the existing building retrofitted.

Greyhound. When the Firehouse is moved to the corner of B Street and Watkins, the Greyhound station that currently occupies the site will have to be relocated. A compatible site is the new Transit Center clustered around the BART Station. Greyhound fuctions can be accommodated in the unused area of the BART station to the south. Drop-off and pick-up can occur at the southern-most portion of the kiss-ride curb.

Reuse of the old Firehouse. After the Firehouse moves to its new location, the old station should be adapted for commercial reuse. The building is well suited for conversion to a restaurant. Its corner location is optimum, its setback can be occupied by outdoor dining, and its form would make a dramatic dining area. This retrofitting would be performed by the owner of the building. In the event that rehabilitating the old building does not take place, the site that the station now occupies is a viable housing site (see "Housing: Housing Sites").

The site could also be combined with all or a portion of the block to create a large scale mixed-use redevelopment project.

Housing



Housing is a critical element in the revitalization of the downtown. Together with the focal point, new residential units will repopulate the core and reverse downtown's pattern of disinvestment. Properly designed housing can achieve an active and variegated street presence that enlivens the character of the downtown. A mix of housing types can make an architecturally diverse neighborhood amenable to people of differing incomes and differing lifestyles.

The design principles in this document will:

- Create urban housing within the existing armature of public streets
- Ensure that residential streets are animated with the presence of dwellings and are not made lifeless by blank walls, parking lots, driveways and garage doors.
- Establish appropriate residential densities
- Provide the close interaction of building form with streets that characterizes successful urban places.

The legacy of Hayward's historic urban downtown is the grid, an orthagonal relationship of streets, blocks, parcels and buildings. Architectural elements such as entrances, porches, windows and balconies give life to urban streets, signal human habitation, and reference the historic pattern of blocks and lots. Without proper guidance, new housing developments frequently do not provide these pedestrian oriented articulations. Inappropriate building types, such as garden apartments with carports or internally oriented apartments on top of parking garages, should not be permitted downtown. These suburban types contradict Hayward's objective of creating a street oriented, cohesive, urban neighborhood. The housing guidelines which follow give a framework for reintroducing a pedestrian oriented urban fabric into the downtown. At the same time allowances are made for security concerns, adequate and convenient parking, and the necessity to develop larger projects than this historic area formerly contained.

Housing Sites

There are three primary sites that should be the target of new housing development (see figure 13). The sites are the two blocks between C and D Streets bordered by Watkins, Atherton, and the BART tracks, and the block facing B Street bordered by Mission, Watkins, and C Street (currently these are referred to as sites 1, 3 and 4). These sites are all clustered near the BART station, B Street, and Library Square, taking advantage of three major civic amenities. They are all located near each other to foster the creation of a neighborhood. They are intended to be high density in order to repopulate the downtown, increase demand for the businesses in the area, and to maximize the use of public transit.

Additional housing sites (see figures 13, 14). Additional infill housing sites work with sites 1, 3, and 4 to complete the neighborhood. These residences are also clustered around the transit center and/or near the B Street shopping area and Library Square. The following are appropriate housing sites for the buildout plan:

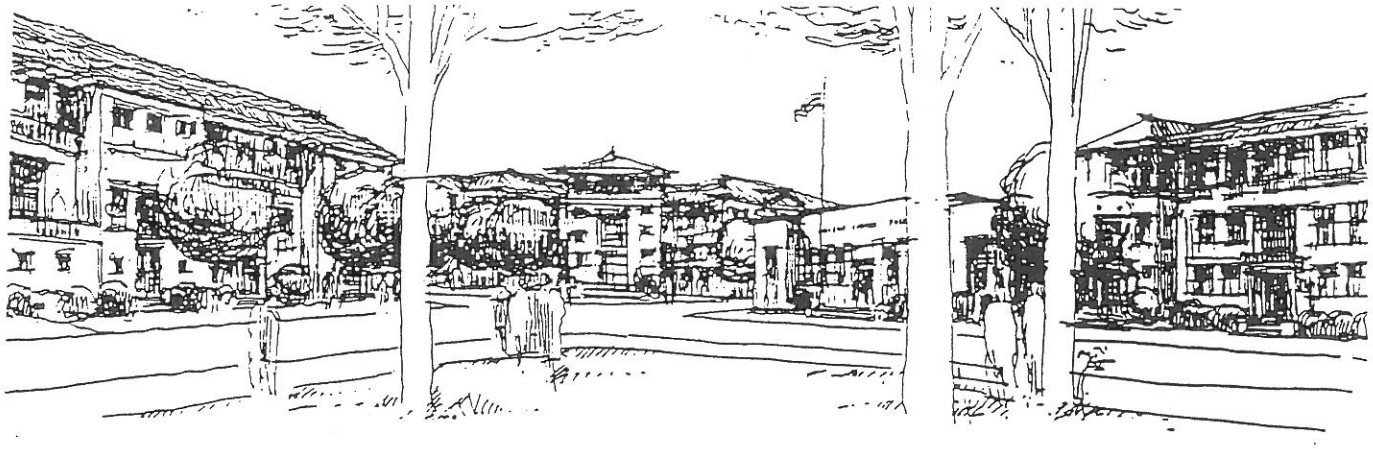


Figure 12
Housing around Library Square (corner of C Street and Watkins, existing Post Office to the right)

BART housing site (figure 13,"C"): This site configuration is the result of the proposed landswap/landpool between BART and the City of Hayward (see Chapter II,"Focal Point: Landswap/Landpool"). The location is nearest to the transit station, and benefits from its proximity to the new Downtown Plaza. Atherton Street should continue through the site

Expansion Area (figure 13,"F"): This is the area south of D Street between Mission Boulevard and the BART tracks. Two of these four blocks have prime frontage along Library Square. Like the Grand Street sites, infill density should reflect a mid-range between the higher density new housing downtown and the lower density context to the south. This density grading will blend the core with the surrounding neighborhood.

Mission Boulevard sites (figure 13,"A"): These are two long sites created when Mission Boulevard is moved onto the fault. With frontage along the new median park, these sites support townhouses, with automobile access from a mid-block lane to the rear.

Grand Street sites: west of Grand and along C Street and Claire Street. This 1-1/2 block

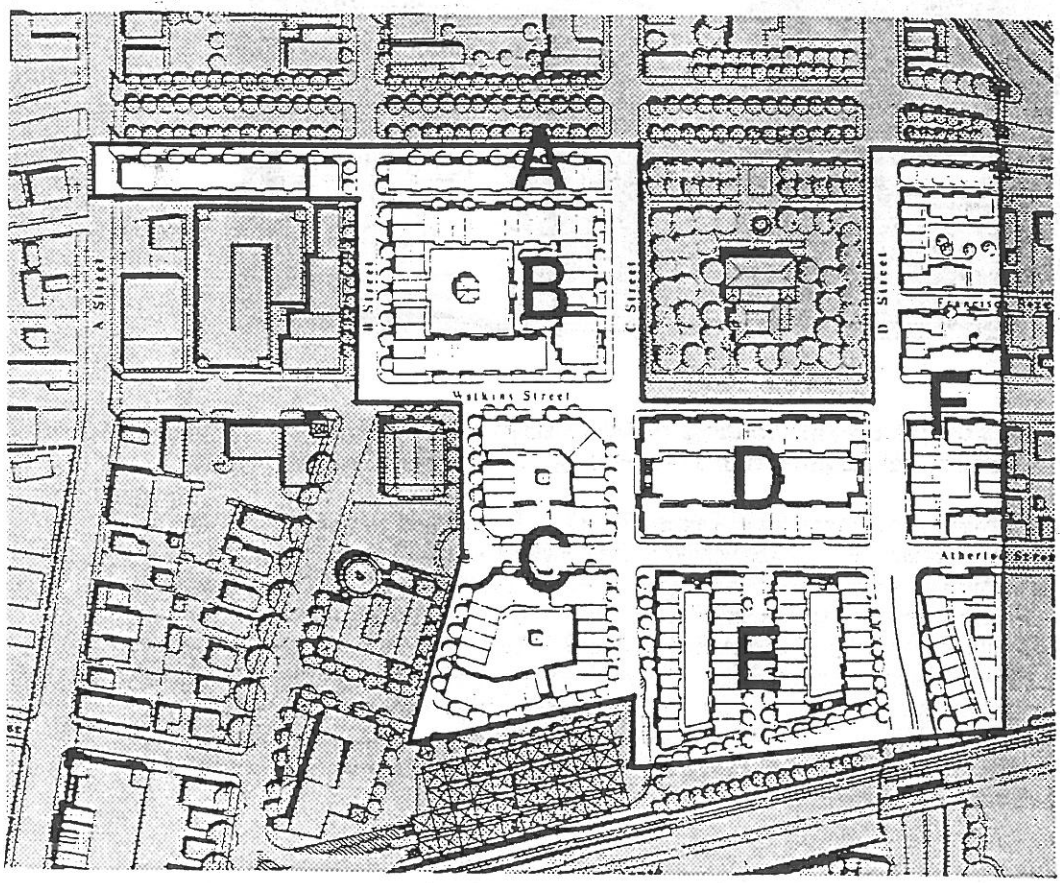


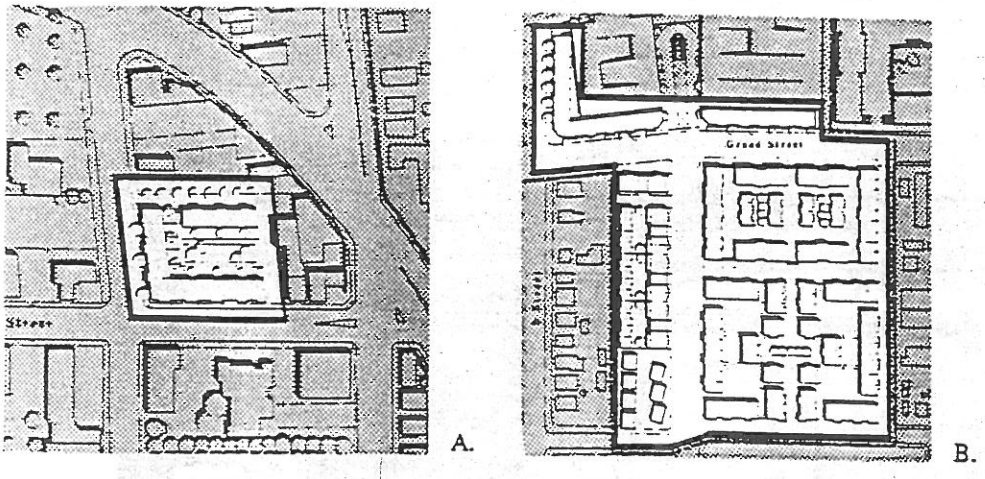
Figure 13
Housing Sites

A) Mission Corridor townhouses
B) Site 3, B Street mixed use, housing over podium garage
C) BART housing
D) Site 4, housing over podium garage
E) Site 1, housing over podium garage
F) Expansion Area, lower density housing along four blocks of D Street; with surface and private garage parking

area is in a prime location with convenient access to the BART station. The site is currently an industrial block, though the area surrounding it is mixed residential. The new housing is a transition from the denser development occurring in the core area to the less dense neighborhood to the west. Permitted densities for these sites will be graded in a way that denser housing will front Grand, and less dense housing will be built to the west. The illustrative plan shows flats on a podium for the denser housing and townhouses with gardens for the lower density type.
C/**Foothill/Main:** This site extends the residential neighborhood to the east, near the retail portion of Main street and the Lucky Supermarket.

Figure 14
Additional housing sites

A) C/Foothill/Main
B) Grand Street sites



Housing Design Standards

The following text describes the intentions of the housing design standards. For specific requirements and numerical standards, refer to Appendix B, "2. Residential Design Standards"

Relationship between public street and private parking. New housing developments rely on private garages and ground-level parking under podium garages to achieve high densities. How these garages front the public street is a critical issue for neighborhoods that are planned to encourage walking and street level activities. Expanses of blank walls or visible rows of automobiles at the first floor level discourage walking. Wherever possible, streets should be fronted by habitable spaces and active uses. The street level building frontage must enliven the street with stoops, stairs, porches, planter boxes, recessed entryways or other architectural features (the design controls in Appendix B address these principles). In addition, parking floors should be sunken 1/2 level below the street to diminish the imposition of the garage and bring living spaces closer to the ground.

Encroachment Zone. In many cities housing animates streetscapes by embellishing the bases of buildings with projections of various elements onto the sidewalk. Elements, like stairs allow

people to inhabit the zone between the building and the street. The setback Encroachment Zone outlined here will ensure a reappearance of these attractive and once-typical decorative elements.

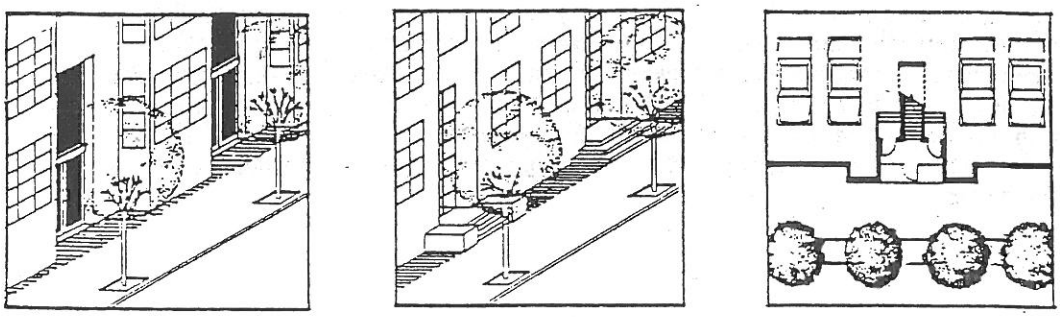
The Encroachment Zone is a front setback from the public right-of-way that will be required for all residential buildings. The design standards require that a stipulated portion of this zone contain building projections such as stairs and stoops (see figure 15.B), porches, eve overhangs, fireplaces, bay or bow windows (see figure 15.A), and trellises. Encroachments into this setback are not allowed to cover the setback zone entirely. The remaining area between projections should remain unobstructed in order to be perceived as a continuation of the public sidewalk.

Continuous Street Wall. All new housing is to provide continuous spatial containment of the street. Buildings themselves should not be eroded or shaped so that the street loses definition. All buildings will be set back from the front property line to create the Encroachment Zone. A stipulated portion of the buildings must be built to the setback line to define street walls.

Street Entrances. All primary entrances to buildings and units should be from the public street that the building fronts. If the private drive through a project is developed like a public street or alley (with curbs, sidewalks, street-trees), then it may have entrances along it.

The Combined Entrance (see figure 15.C). Primary entrances to units and buildings are to be along the public street. To achieve this and provide convenient access from a parking podium, buildings should be designed with entrances that combine the path to the unit from the private parking garage with the path to the unit from the street. In this way, the street will be enlivened by entries. These combined routes can be secured behind an entry gate so that security and safety are not compromised.

Housing surrounding Library Square. New housing surrounding Library Square should provide a landmark address consistent with this major civic space. New housing in this location is provided with the amenity of park space directly across from dwellings, creating the possibility of some family oriented housing in the downtown. The new residential development west of



A. B. C.

Figure 15
Diagrams of Housing Urban Design Principles
A) Bay/bow window encroachments
B) Stair/stoop encroachments
C) The Combined Entry

Watkins should be configured to create a view corridor through the center of the blocks. This visual axis should center on Library Square, allowing housing along Atherton (Site 1) to benefit visually from the proximity to the park.

Grading densities New housing development in the core is proposed at higher density than residential areas directly to the south and west. In this plan, a boundary of medium density infill housing is a transition between the new and the existing residential zones.

Proposed housing in the Expansion area to the south of D Street has a density that mediates between the housing around Library Square and the existing single family houses to the south. Housing west of Grand does the same, serving as a transition between development around BART and the neighborhood to the west (see Appendix A, "Map #4: Residential Densities")

Alternative Land Uses. As the downtown redevelops, land uses other than housing may be proposed for the recommended housing sites outlined in figure 13. Developing all these sites with housing on them is an important element in repopulating the downtown and creating a viable neighborhood environment. Proposals for new retail, commercial, or office uses should be in the form of mixed use buildings with a substantial residential component. Freestanding commercial or office buildings should be discouraged.

Housing and B Street

Mixed use. Retail space should occupy all at-grade frontages along B Street. Above the ground level commercial space, two floors of apartments can be accommodated. This mixed use building type should be promoted because it creates higher densities near commercial areas where higher densities are more appropriate. It also is convenient to residents because they can live directly over services geared towards them.

Podium access from B Street For housing along B Street, there should be direct pedestrian access to the retail street from the mid-block residential courtyards. This pedestrian connection should be perpendicular to B Street, with stairs and the podium garden visible on B Street.

Rehab existing housing over retail. Some former second floor apartments over ground floor retail uses are currently being used as storage spaces. These units offer an opportunity to reintroduce urban housing into the downtown at minimal cost. In addition, rehabilitating these residences will help reanimate B Street because second floor windows that are now obscured or boarded up will once again show signs of habitation and activity. The City should explore creative relationships between property owners and non-profits for development and management of these properties.

The recommendations and design standards in this document will:
- Ensure that new construction complements existing patterns
- Provide for continued pedestrian orientation of retail uses
- Resolve fragmentation along B Street caused by vacancies and loss of building stock
- Create programs to revitalize downtown businesses
- Add to the availability of parking

Retail Core Design Standards

The intentions of the design standards for new commercial development on B Street are outlined below. For specific requirements, see Appendix B, Section 3, "Retail Standards".

Continuity of use. Both the north and south sides of B Street should have continuous ground floor retail with storefronts. All new non-commercial buildings along B Street must incorporate ground floor retail with entrances that open directly onto the street. This includes housing, offices, and parking garages. Public buildings, such as a city hall or library should have lively and visible ground floor uses that are accessible to anyone. The primary entrance to public buildings should face and be directly accessible from B Street.

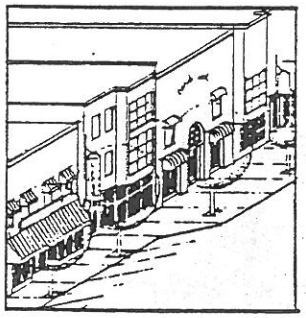


Figure 17
Diagram of storefront retail urban design principles: Variegated Street with projecting signs, bays, awnings and recessed entries

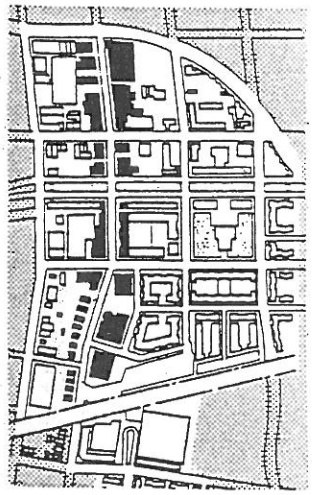
Physical continuity. An interior space cannot be called a room unless it is bounded by walls. An urban street is an outdoor public room. In the case of B Street, it is important that the street wall formed by the facades of the stores continue from building to building uninterrupted. This will help to house the activities of the street, as well as distinguish it from surrounding arterials, where space is much less consistently defined and where there are few pedestrians.

Buildings should not be setback along B Street. There should be neither side-setbacks nor front setbacks, although portions of the ground floor of a building may be setback for entries. Setbacks are allowed on upper floors above a level necessary to establish street continuity.

Surface parking lots should not front directly on B Street. These lots cause gaps that degrade the street wall and the continuity of the urban retail frontage. Street-fronting parking areas should

B Street / Business Revitalization

This historic retail street is the locus of commercial activity in the downtown core. Its structure of continuous storefront buildings facing the public street was clearly defined at its formation years ago. Though this area is currently in a state of disrepair, fragmented by missing and vacant buildings, it can still be revived in a way that reestablishes its original character as Hayward's main street. The fundamental principle that must drive any changes to B Street is that there be continuous, active retail uses visible and directly accessible from the street. The store's contents, advertising, and displays should be diverse and variegated to enliven the pedestrian environment. Guidelines and standards proposed for B Street shape the physical environment without restricting diversity or imposing an artificial homogeneity. In addition, B Street must be easy to find, easy to get to, and easy enough to park at to make conditions favorable for shopping.



(Note: references to B Street refer specifically to the blocks between Foothill and the BART tracks, excluding the north side of B Street from Watkins to the BART tracks. These guidelines also apply to Main Street between A Street and C Street, which should be considered part of the historic retail core).

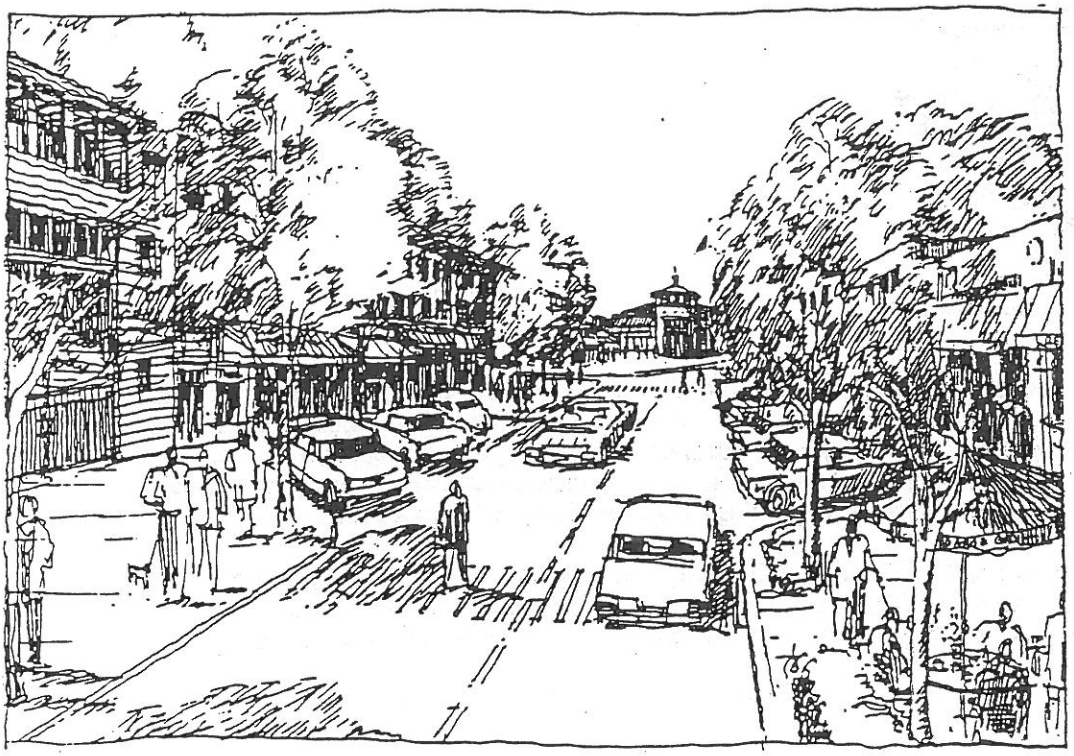


Figure 16
View along B Street

be redeveloped with commercial uses wherever possible, and the parking spaces relocated.

In addition, the city should promote incremental infill along B Street to close gaps that missing buildings now create. (Auto access lanes to mid-block parking areas should not be filled).

Storefronts and signage. Current Design Guidelines in effect for the downtown area specify standards for signage and the facades of existing and new retail uses. This plan supplements the existing controls with sign standards that will enliven signing in the downtown without imposing homogeneity.

A point worth emphasizing here concerns the transparency of the storefronts. At a minimum, all new retail uses should have transparent ground floor facades, and be designed in such a way that either active display windows or interior uses are visible from the street. Darkened, reflective, or colored glass that reduces transparency should be avoided. Entrance frequency is another factor effecting the vitality of a retail street. A spacing of 25' to 35' between entrances is a good distance to engage pedestrians and give interest to the street.

destrian Elements. All new retail storefronts should contribute to the quality of the B Street vironment by having an architectural gesture toward the public sidewalk. This can take the form of overhanging signs, awnings or sunshades, overhangs, benches integrated with the building, deep setbacks at entries, or any other physical device that is specifically oriented toward pedestrians; i.e.: to be used for shelter, advertising, browsing, or resting. These elements should occur in a projecting zone that extends out from the face of the street wall above the sidewalk, or in a deeply recessed entry alcove.

The Outdoor Marketplace

The downtown core would benefit greatly from an outdoor marketplace. Most forms of market occur only intermittently and lack the flexibility to be a daily stimulus to normal retailing. Accordingly the plan proposes that the City administer a "Pushcart Market" that would be flexible with respect to both size and location.

Pushcart Market. The pushcart market consists of simple pushcarts for vending a variety of goods. These carts would lend a distinct character to a vibrant market activity, and their versatility could allow the "Hayward Pushcart Market" to travel to different parts of the downtown for different holidays and occasions; on regular farmer's market days they could be at the corner of Mission Boulevard and B Street, and on select weekends or holidays they can roll down to the downtown plaza, or perhaps occupy the center of B Street (closing it to auto traffic on these days). The pushcarts could be rented to vendors as part of a seller's permit process, and they would be dispatched from one storage "depot" near B Street. This "depot" can be any existing vacant building with adequate storage space. This approach for providing the carts would mean the institution could remain constant, yet the location of the primary marketplace could change. The market could expand and contract during the week, and move to the center of

a park median if the new Mission Boulevard is adopted (see "Earthquake Fault Corridor: The Median"). In addition, the carts define space and help repair the gaps along B Street, something that regular ad-hoc vending stalls cannot do. With a minimal capital outlay, the pushcart market would provide visual interest along B Street whether there were as few as four carts being used, or as many as 100.

The City's management of the pushcart market and the design of the pushcarts themselves are important components of its success. The City should actively solicit vendors whose goods and services will create an attraction of regional interest. The pushcarts must be flexible for a variety of uses, easy to move, and sturdy. Most importantly, they must create a festive and memorable place. The pushcart market can begin modestly and expand as the downtown revives. It should be initiated early in the revitalization process as one of the initial steps.

B Street/Fault Corridor Intersection. The first location for the Outdoor/Pushcart Market should be on the empty lot at the corner of Mission Boulevard and B Street. This corner site is a chronic gap in B Street, and because of its location over the fault, will never be reoccupied with buildings. Animating this site with market activities is an opportunity to revitalize an important location on downtown's main street.

This site is too small for a full farmer's market, but it is a good size for day to day vendor operations. This site should be designed as a small corner park with shade trees and benches, so on days when there are no vendors it still has an attractive use. The park should be organized in a way that doesn't interfere with vendor activity. There should also be an iron fence to the park/market area on the B Street side that doubles as a festive gateway arch and continuation of the retail street-wall.

Alcohol Related Outlets

The consumption of alcohol is a part of community life. As we look to the future of downtown Hayward, preventive planning to avoid alcohol-related problems must be recognized as an essential element in the revitalization process. It is important to manage alcohol availability in our downtown in a positive way that enhances the economic and social character of this vital area of our City. The successful revitalization of downtown will likely include new restaurants and entertainment facilities, many of which will sell alcoholic beverages and will hopefully become an asset to downtown. Policymakers should be afforded the opportunity to review and impose conditions of approval for certain alcohol related outlets to insure such uses are not a detriment to the downtown. The Police Department is proposing a City-wide Conditional Use Permit Ordinance which will set forth criteria and regulatory measures for the establishment and operation of certain alcohol related outlets. The Specific Plan Area would be subject to the ordinance. Additional programs, such as responsible server training for business outlets and event sponsors, may also be considered to ensure the effective management of the availability of alcohol.

Business Revitalization

Storefront Community Gallery. The intention of this program is to reactivate vacant storefronts with displays provided by local community groups, events groups, schools, and arts groups. Renting the front 3 or 4 feet of the storefront for visual displays helps create an interesting and well maintained environment in the interim period before B Street is fully revitalized, and before people are ready to invest in repair of these buildings. Leasing information for vacant space would still be permitted in the windows. This idea introduces an established structure for displaying Hayward's cultural diversity, a goal that was stressed in the series of public meetings that preceded this plan.

Accessibility and visibility. B Street should be directly accessible by automobile from any neighboring street, driving from any direction. Currently, the only place where this is not possible is from Foothill Boulevard heading north; a means of turning left from this location should be provided. One option to accomplish this is a dedicated left turn lane. The consequence of this is that 800 feet of on-street parking on Foothill (one side) will have to be removed. A preferable option is an off-peak undedicated left turn from existing lanes. This

option may result in a traffic slow-down at this intersection as a result. Any subsequent changes to other north-south streets traversing the downtown (Mission Boulevard, etc.) should also include direct access to B Street. Any future changes to D Street should also enable left turns when travelling in the eastbound direction.

In addition, the presence of the core in general, and B Street in particular, should be marked at key locations along the arterials that surround the core. Key locations are: 1) Foothill at the corner of B Street, A Street at the corners of Mission/Main/Watkins, Jackson at the corner of Mission Boulevard). These should be in the form of gateways that mark the points of access and that distinguish the core from the surrounding environment. (For specific recommendations see Chapter II, "Boundaries and Edges.")

Unreinforced Masonry Buildings (U.R.M.) Program It is important that buildings still remaining from the historic downtown be targeted for assistance to save them before they are destroyed by a strong earthquake. These remaining buildings form the backbone of Hayward's historic core and distinguish it from the all new synthetic environment of shopping malls. Phase I of this assistance program should focus on the area of B Street between Foothill and Mission, and Main Street between A and C Streets. This area has the greatest number of U.R.M.'s, and is normally perceived as the heart of the historic core area.

Downtown Economic Restructuring

The successful revitalization of downtown businesses requires action in two main categories. In the first category, the City's role will be to advocate for property owners and businesses in the rehabilitation of buildings, both those affected by unreinforced masonry ordinances and those that are not. The second broad area of concern is the revitalization of the business community.

Together, these items can be termed as economic restructuring for the downtown. Economic restructuring includes actions that encourage appropriate stores and services needed by downtown shoppers. It also involves actions needed to upgrade the operating skills of existing businesses so they can survive in a more successful, competitive environment.

Specific activities which have been proposed to implement economic restructuring in downtown Hayward include:

- Developing sources of financial assistance for seismic retrofit of those buildings affected by the City's Unreinforced Masonry (URM) Building ordinance;
- Addressing the issues of blight and functional obsolescence of buildings in the downtown by developing building rehabilitation programs;
- Developing programs to retain existing businesses and assist them in equipping themselves for a more competitive environment;
- Creating a community-based marketing strategy which will detail, among other things, the types of businesses to recruit to supplement and complement the existing mix of downtown businesses;

- Sponsoring a series of special events and activities in the downtown to draw new visitors and shoppers to the area;
- Coordinating the special interest programs of various agencies who have interests in downtown so their efforts are cooperative and collaborative;
- Marketing and promotion of downtown, including enhancing Hayward's image, and especially the downtown's image;
- Collecting, analyzing and disseminating data for and about downtown;
- Developing resources, financial and other, for advancing successful downtown strategies.

Each of the activities listed above will be discussed in detail below.

Financial assistance/building rehabilitation programs. The current depressed economic condition of the downtown restricts the ability of the private sector to initiate and finance needed building improvements on their own. A true public/private partnership is required to bring about an economic restructuring that is self-sustaining. The City's strategy for assisting in the retrofit and rehabilitation of these buildings is based upon a commitment to preservation, leadership, and a willingness to commit resources to the undertaking.

Leadership should take the form of direct financial incentives as well as City services. Direct financial incentives may include grants, low interest loans, loan pools, loan write-downs and use of Federal and State financing mechanisms where appropriate. City services may include the assignment of City staff time for assisting owners with the rehabilitation process, and for the provision of engineering, architectural, cost estimating and other consultant services.

The formation of a local historic district to enable use of the State Historic Building Code may be recommended. This would enable property owners to rehabilitate their properties in a safe, functional, cost-effective manner. In addition, a fast-track permit process will be examined because the time savings involved could reduce the cost of projects to both the City and the property owner, thereby enhancing financial feasibility. Assessment district financing options will also be examined. However, financing from private lenders will likely be preferred as it is a more flexible and practical solutions and can eliminate risk to the City.

Business Retention. The retention of existing businesses in the midst of upheaval can be a cornerstone of an economic restructuring program. The City of Hayward will pursue business retention for several reasons: to recognize the contribution that downtown businesses have made to the City historically; to efficiently and equitably use scarce City resources for the benefit of such contributors; and to maintain the customer base and character which the downtown currently enjoys.

The process of retaining businesses includes identifying those firms who are interested in staying and evaluating what will be needed to keep them competitive in the business environment which will exist during the implementation of the downtown revitalization strategy and in the longer

term. Support programs will have to be developed to assist businesses in adapting to new opportunities,. Specific programs which will be given consideration may include supplementary training in merchandising techniques, business planning, promotion, inventory control and customer service.

Community Based Marketing Strategy. Another cornerstone of economic restructuring includes working with the groups who represent downtown to develop a plan for attracting new, complementary businesses to downtown. This process includes undertaking a market analysis to determine how the supply of existing businesses matches with the demand for goods and services and then determining how that match can be capitalized on or expanded. The result of this effort is a marketing plan in which recruitable businesses are identified and the data needed to do so compiled.

Other elements of a community-based marketing strategy may include defining an implementation process for filling vacancies in the downtown, identifying ways to supplement the skills of local organizations involved in marketing the downtown, and exploring the concept of centralized retail management as a possible tool for successful downtown revitalization.

Centralized Retail Management (C.R.M.). C.R.M. provides a method for accomplishing retail revitalization that is based on the application of management techniques that are currently used for shopping centers. The benefit of this approach is that it involves a central source of decision making and direction, a unifying of retail strategies toward the a common objective.

C.R.M. enlists the diverse parties involved in a downtown shopping district in a cooperative management organization. Property owners, retailers, planners, etc., are kept continuously involved in the common pursuit of revitalization. The primary emphasis is on having an ongoing understanding of the downtown's retail market; this includes making leasing decisions, setting business hours, targeting of new tenants, advertising, understanding local demographics. This coordination involves a collective endorsement of a unified, market-based vision for the commercial street and a recognition that each property is part of a larger whole.

Special Events/Activities. The next component of successful economic restructuring is the development of a year-round calendar of activities and special events to take place in the downtown. Such promotional events create a downtown that is a destination, a place to go without a specific shopping need in mind.

The types of activities envisioned may include a regularly scheduled Farmer's Market, a Pushcart Market, arts & crafts and events which focus on celebrating downtown as the home of cultural diversity. Certified Farmer's Markets have been developed in numerous cities throughout California to provide residents access to locally-grown produce, including ethnic specialty produce, at reasonable prices. The concept of a Pushcart Market is being explored for downtown Hayward for several reasons: many retailers may face interim displacement while their buildings

are being retrofit; others may be faced with permanent displacement because of their proximity to the earthquake fault; still others may be looking for an entry into downtown, but are unable to secure affordable space.

Interagency Coordination . There are multiple agencies or organizations which represent downtown Hayward's interests. They include the downtown Association, the Chamber of Commerce, the Arts Council, the Friends of the Library, service clubs like Lions and Rotary, the Historical Society, and the local colleges. Each group's approach to and specific interest in downtown's success is different, yet equally valid. The combined resources of such organizations, if directed along the same path, could create sufficient synergy to create solutions to some of the problems facing downtown Hayward.

Marketing/Promotion and Image Enhancement. In addition to the events/activities described above, a successful economic restructuring program for downtown Hayward will include a coordinated promotional campaign which focuses on downtown's identity and enhances the public's perception of downtown as a destination shopping district. The campaign should include developing an easily recognizable logo for downtown, print and news media coverage and possibly electronic advertising. Sales events which promote downtown as a unit, rather than as individual outlets, would also occur in this aspect of the economic restructuring program.

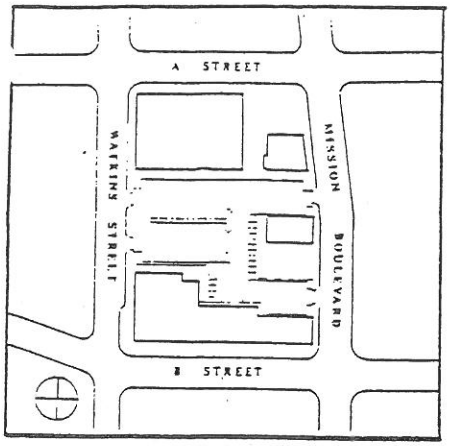
Data Collection. One outcome of a successful economic restructuring program will be change: change in the volume of sales in downtown, change in the amount of pedestrian traffic, change in the market area from which downtown draws, etc. Baseline data estimates should be developed now so that comparisons can be made as downtown revitalization is implemented. Basic data about the "product" of downtown, i.e., downtown's businesses, tenants, and buildings, should be collected/compiled in one place. This provides a "before" and "after" picture of downtown, acts as a clearinghouse for prospective new businesses or building owners, and provides the basis for immediate evaluations of the impact of any economic occurrences.

Resource Development. Resource development provides the thread which will carry an economic restructuring program forward past initial implementation. Developing the organizational capacity of downtown-serving agencies, identifying local financial sources, and creating networks of skilled and eager volunteers all qualify as resource development activities.

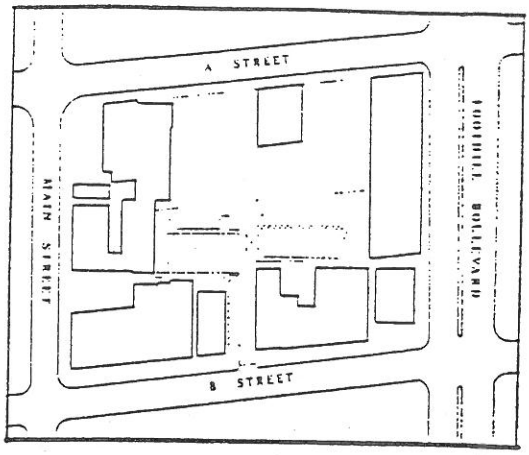
Parking

Interim parking plan (see figure 18). The current parking demand along B Street will be better met in the short term through a plan that involves minor land acquisition and lot re-striping . The proposal provides more parking stalls within existing lots with a minimal investment.

There are two municipal lot in the core that have the potential for providing more stalls if reconfigured. These are Muni Lot #2 (Foothill/Main/A Street/B Street) and Muni Lot #9 (Mission/Watkins/A Street/B Street). In Lot #2, there are two options for reconfiguring the

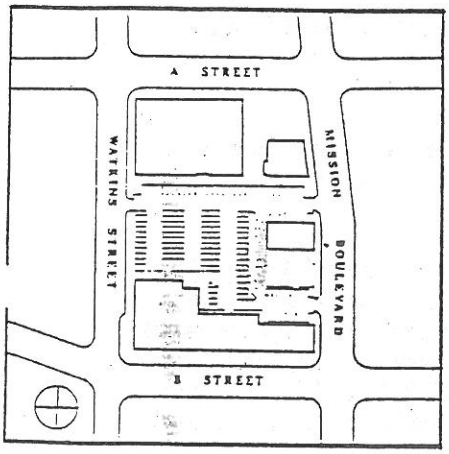


Muni Lot #9, Existing Conditions

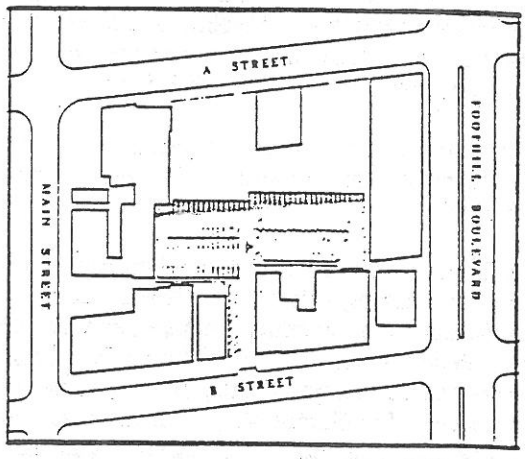


Muni Lot #2, Existing Conditions

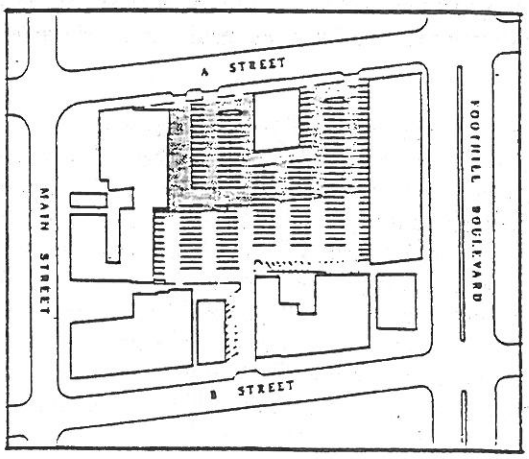
Figure 18
Interim Parking Plan



Muni Lot #9, reconfigured



Muni Lot #2, Option 1



Muni Lot #2, Option 2

KEY

Acquisition Area

stalls. Option 1 acquires 3805 sq. ft. from the rear of the two neighboring lots. A second row of parking spaces is arrayed along the north side of the site. Lot #2 gains 37 parking spaces, with a loss of 7 spaces from a neighboring lot, for a net gain of 30 spaces. The neighboring lot will be compensated for lost spaces within the civic lot. This scheme adds 30 spaces with a minimum land acquisition, but does not provide additional ingress/egress from A Street for the City lot (which would be more convenient for visitors). Option 2 resolves this issue. It acquires both lots to the north of the site, for a total of 53,704 sq. ft., and reconfigures the entire area into one efficient parking lot. Property owners will be compensated for lost parking spaces in this option too. This scheme does not create any more stalls than the first option, but it allows cars to enter from both A Street and B Street.

The scheme for Muni Lot #9 requires acquiring 1050 sq. ft. from the rear of the property to the east of the lot along Mission Boulevard. This allows reconfiguring the stalls to provide for an additional 25 stalls.

Parking Structures. Increased traffic into the revitalized downtown may necessitate building one or more multi-level parking structures. These structures should follow the existing pattern of parking in mid-block areas, separated from the street by active retail uses, and near to the stores on B street. Municipal Lots #2 and #9 currently follow this pattern, and they are the best locations for the future structures. Both lots are separated from B Street by buildings with retail storefronts. Access to Lot/Garage #2 is through the existing lane that enters and exits from B Street, as well as from A Street. Lot/Garage #9 would enter either off of Watkins, Mission, or both. Lot/Garage #9 should have ground-floor retail along both Watkins and Mission.

The pedestrian connection from Lot #2 to B Street is an important one. The existing diagonal parking that is located along the driveway connecting this lot to B Street should be removed and replaced by an attractive walkway with shade trees. When this garage is built, this path will be one of the primary entrances onto the retail street, and should be redesigned to serve this role.

Additional Sites

Bedford Site (Montgomery/BART tracks/A Street/B Street) This block has two components to it, the A Street frontage and the B Street frontage. The A Street frontage is along a traffic artery. and should have a use consistent with this location. In the illustrative plan (page 10), a large floor-plate office building is shown. This building is assumed to provide its own parking beneath it. On the B Street side, the frontage is in the currently existing "Special Design District." This means that new infill must match the scale, setbacks, and articulations of the existing buildings west of it on B Street (i.e.: freestanding, residentially scaled pitched roof buildings with front porches). Shown in the plan are houses that were moved to the site from areas cleared during redevelopment, continuing the existing "Victorian Row." These relocated houses can contain commercial uses that take advantage of activity on B Street. All parking must be accommodated in areas that do not front on B Street, and if they front on A Street should not extend beyond 1/2 level above grade.

Optional uses of this site would be residential or mixed-use development.

Supermarket expansion/relocation The existing Lucky's supermarket on the corner of B Street and Foothill can be a desirable use, but it is configured in an undesirable way. The large expanse of surface parking that occupies the corner is disruptive to B Street continuity, and does not provide an adequate gateway into the downtown for those travelling on Foothill. The automobile orientation of the site does not take advantage of the pedestrian activity of B Street. This proposal allows expansion of the supermarket, while relocating it to benefit the downtown. The existing gross square footage of the market is increased by 50%. At the same time, the building is rebuilt on top of the existing surface parking lot to have frontage on B Street and Foothill, holding the important corner at the intersection of these two streets. The Foothill side will become the primary entrance into the market. This will increase its visibility to those travelling on the major artery. Parking will be moved to where the current building stands.

Most importantly, moving the supermarket to directly front B Street allows the reconfiguration of the market's interior functions in a way that will benefit both Lucky's and the City. Functions like the flower shop, bakery, deli, or other supermarket uses that are usually buried deep within a supermarket can be moved to the perimeter of the building, and can take advantage of the B Street frontage. These uses can be treated as storefronts with access from both B Street and the inside of the market. The B Street environment will be improved by the presence of active uses where a parking lot used to be. Lucky will benefit from the increased traffic generated by those walking on B Street.

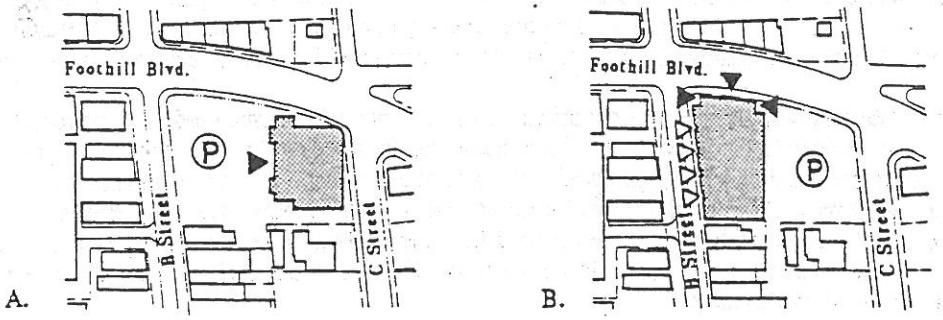


Figure 19
Supermarket relocation
A. Existing; B. Proposed

The new configuration allows for a more efficient parking arrangement on the remaining lot. Since the main entrance to the store is now from Foothill, cars can park along the side of the new building. The end result is that the market can expand on the site, while still retaining the same number of stalls it started with. In order to provide more parking stalls to accommodate the expansion, the City and Lucky should explore creative alternatives that might include using neighboring lots or parking in a structure below the new supermarket. In addition, the City should coordinate with Lucky's to work out a plan for interim parking on neighboring lots while Lucky's builds its new market.

Cultural Activities

Culture and the arts play a large role in developing and maintaining a sense of community. This revitalization includes programs that recognize this role, especially important in a city with the racial and cultural diversity that Hayward has.

Participants in community meetings have expressed their desire for a downtown that is a living room for the community. A successful town center provides this opportunity for bringing the community together. While it is desirable that there be a central facility to house the arts and related cultural events, cultural activities and art programs can be encouraged in the downtown without waiting for a new building.

Events, Installations, Displays

Several ideas have been developed to illustrate the potential for incorporating culture and the arts into the downtown fabric. The following text outlines the proposed actions.

Storefront Community Gallery. The concept behind this program is to reactivate vacant storefronts with displays provided by local community groups, events groups, schools, and arts groups. It is outlined further in Chapter II, "B Street."

Banner Program. The City and the Hayward Downtown Association are working together on designing a series of banners to be installed on the major arterials in downtown Hayward. The banners will contribute to developing a sense of downtown a destination place. The proposed themes for the banners include recognizing the diversity of cultures represented by the Hayward citizenry. In addition, seasonal banner sets are being considered for rotation throughout the year.

Outdoor Museum Displays. Large historical items can provide dynamic outdoor "conversation pieces" for the downtown community. Such pieces can be strategically placed to fill in gaps in street continuity, and can be augmented with a minimal investment for plantings and street furniture to provide comfortable places for downtown visitors to relax. Events introducing the installations to the community can be planned to coincide with other downtown events. The local Historical Society collection can be a source of appropriate artifacts, as can traveling exhibits from other Museums.

Bufano Statue Pocket Parks. Most of the public statuary by Beniamino Bufano was cast in Hayward. Bufano's estate allows a certain number of reproductions to be made of many of the sculptor's most famous pieces, using the original molds. Acquiring these reproductions for placement in small infill sites in the core can serve two purposes a) they provide a visible link to Hayward's past; and b) they help mitigate the effects of parcels left unbuildable from the presence of earthquake fault traces. Children can play on the smaller sculptures, encouraging families to visit downtown.

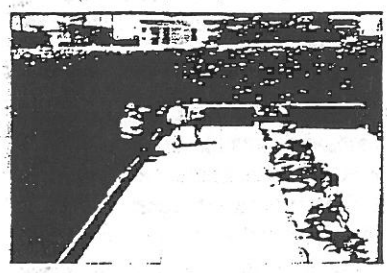
Veterans Memorial. A memorial to Hayward area war veterans who have ɜt their life in the line of duty should be placed in a prominent ɴntown location.

Police and Fire Memorial. A memorial to Hayward Police and Fire personnel who have lost their life in the line of duty should be placed in a prominent downtown location.

Year-Round Calendar of Special Events. There are already several annual events which occur at various locations in downtown Hayward. The community workshop participants believed that calendar could be expanded in an effort to solidify downtown's image as the cultural/arts center for the City and to draw more residents to the downtown. Suggestion for expanding the events calendar for downtown include developing a regularly scheduled Farmer's Market and relocating the Celebration of Nations program to an outdoor location in the core downtown area.

Library Square

Today, Library Square contains no active uses and is primarily a visual amenity to the downtown. Its open lawn area arrayed with mature trees provides a park-like environment to surround the library building at its center, yet its lack of benches, play structures, etc., has limited its use. As the downtown core is repopulated, Library Square should take on an expanded role as a center of community and recreational activity in the core. In combination with the proposed park median on Mission Boulevard (see Chapter II, "Earthquake Fault Corridor"), the Square can become an active park designed to provide open space and recreation for new housing. The new role of this area as a park compliments the other major urban open space in the core—the Downtown Plaza—which functions primarily as a hardscaped urban plaza with retail and civic uses.

A. 

B. 

Figure 20
Photos of park uses.
A) Landscaped wall to contain Bocci Ball court
B) Play structure

Library Building as Cultural/Community Center. One of the uses being considered for the main Focal Point building is a relocated City Library. Should this relocation occur, the existing City Library building a 835 C Street would be come available for reuse. The building should be adapted to serve as new cultural/community center, and house services like the historical museum, offices for various community groups, display spaces, and rooms for meetings and small to medium sized gatherings.

Park Functions. The square should be equipped with the amenities necessary to make it suited for strolling, resting, and play. Existing paths should have benches installed along them. A secure, fenced in play area for young children should be provided. Activities appropriate for senior citizens should be accommodated. The town square of Sonoma is an example of a handsome civic park that contains a wide variety of active uses and serves as a true town center. It should serve as a model for Library Square.

Boundaries and Edges

To create physical definition for the downtown core, density and activity must continue all the way to its perimeter. A strong boundary will help define the identity of the core as a distinct area, and gateways along this boundary identify the revitalized center for the thousands of people who travel on the surrounding arterials daily.

The pedestrian orientation that defines the inner core area is not appropriate along much of the automobile oriented perimeter. Some of the sites in this zone are unusable. The existing transition from perimeter to core is fragmented and harmful to the downtown. A particularly problematic area is along Foothill Boulevard in the vicinity of Five Flags and the Jackson Street intersection, which is the primary entry into Hayward for those coming from the south. Due to the presence of the Hayward Fault and odd block configurations created when Foothill sliced through the street grid 40 years ago, many of the potential building sites on this southern part of the core are awkward to develop unbuildable. The visual scale of this area established by the six lane arterial is so huge that conventional attempts at "beautification" (such as tree planting or other landscaping) are simply lost in the enormity of the roadways. This important transition area has been left as a disintegrated stretch of no-man's land that has become the image of Hayward to many.

Gateways

On the northern and eastern boundaries of the core, where the problems of spatial definition are not as acute as the Jackson/Foothill intersection, a series of gateways should mark entry points into the core. Along A Street, these gateways should be located at the intersections with Watkins Street, Mission Boulevard, and Main Street. In the east, the only critical entry point is at the intersection of Foothill Boulevard and B Street. This entry is more significant than the other three because it is the principal entry point onto the historic retail street.

These gateways can be built in different ways. A simple option is to erect gateway pylons to support events banners spanning over the intersections. This gesture serves the dual purpose of spatially clarifying the entry point as well as advertising civic events. This alternative requires a minimal capital outlay, and can provide a marker to set the downtown apart from its surroundings (in the north and east). More elaborate alternatives are possible, such as commissioned gateways to span the street with steel or iron-work. These latter gateways, if pursued, should be installed at intersections in order of importance, with the B Street/Foothill Boulevard and the A Street/Mission Boulevard intersections taking precedence.

There are two primary entry points into the core from the west, at the points where B Street and D Street pass under the BART tracks. These locations don't need further definition, because the act of passing under the tracks sufficiently marks these locations as important gateways.

Figure 21
Billboard Park model

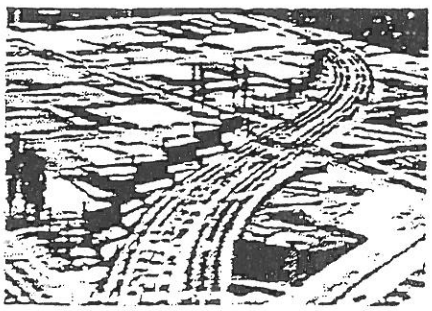
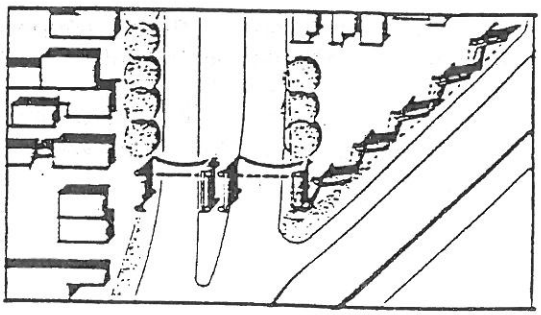
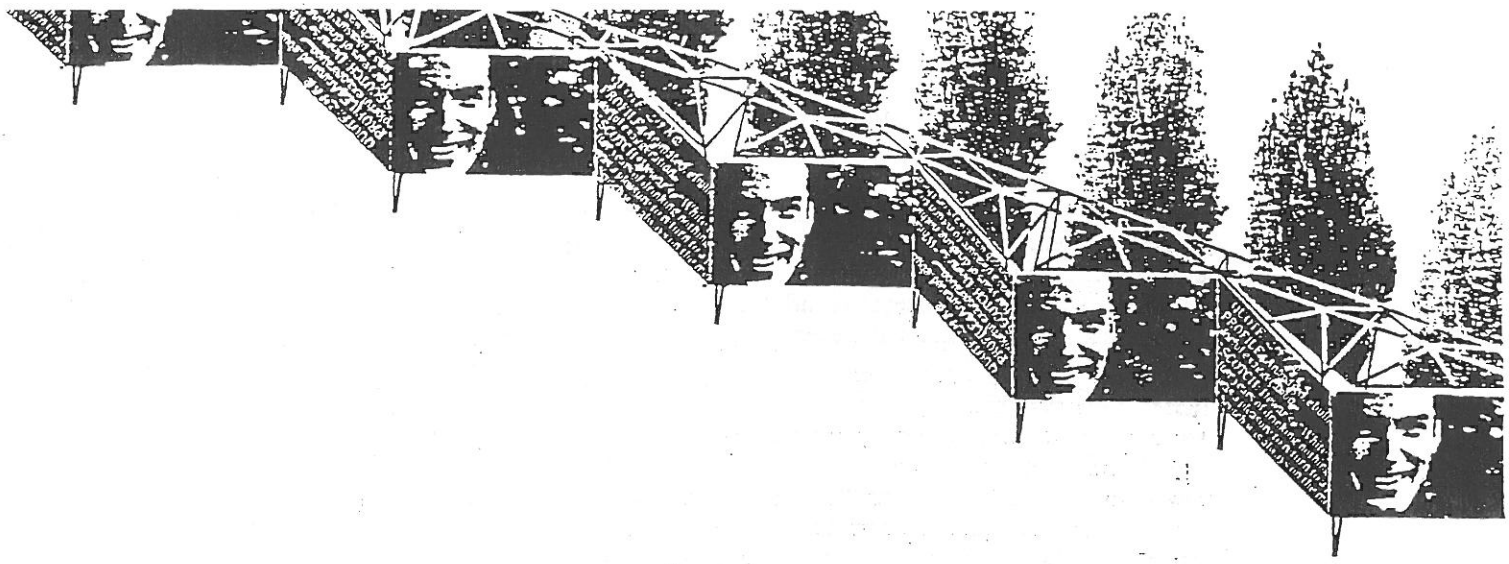


Figure 22
Billboard Park @ Mission





Billboard Park

The critical Jackson/Foothill/Mission intersection to the south of the core needs substantial action to achieve definition and a sense of boundary. Physical containment must be at the exaggerated scale of the arterial and the Jackson/Foothill intersection even to be noticed.

Figure 23 (above)
Billboard Park
Conceptual Illustration

The proposal to accomplish this goal is a string of large billboards unified into one continuous, dynamic structure that addresses its content to the the major arterial, and resolves the relentless spatial ambiguity that cripples this primary gateway into downtown Hayward. The idea that drives this concept is that existing billboards will be relocated from other downtown areas where they are less desirable. They will then be clustered in this key location, unified by one attractive structure. Outdoor advertisers will pay for the construction of Billboard Park, and then transfer ownership to the City. These companies will be responsible for leasing the spaces, with a portion of the resulting rent producing revenue for the City.

With a landscape of billboards zig-zagging at angles to increase visibility to cars, this so-called Billboard Park can be an urban event in itself. At the points that it crosses Mission Boulevard and Main Street, it will serve as a gateway structure supporting events banners. It passes over the Hayward Fault and fills this gap which is likely to worsen in the future. This large gesture will become a landmark for Hayward. It requires great care in its design and execution and in the administering of its graphic displays. A handsome steel truss structure can accommodate standard size billboard displays in series, as well as provide a dynamic visual presence when seen from inside the core. The billboard faces themselves do not always have to accommodate advertising; they can announce civic events, or display the work of commissioned local artists. Either or both of two graphic devices should be employed on the billboards themselves: serial (repeating) images or additive (board to board) images. The illustrations show how the zig-zagging structure accommodates serial images in on direction and additive images in the other. A continuous background of large trees completes billboard park.

The preceding description is an illustrative approach to a billboard park. Additional study regarding the physical and economic aspects of this proposal will be necessary prior to implementation. Such study should consider the relationship of the billboard park to the future configuration of Foothill and Mission Boulevards and use of adjacent properties.

Street Trees

Street trees should be added along key pedestrian routes throughout the core. C Street from the southern exit of the bus station to Library square should have a frequent planting of trees in keeping with Hayward's street-tree program. At the intersections of Foothill/Main and Foothill/Mission , entry gateways should be supplemented with columnar trees. Along Mission Boulevard on both sides of the new median, large shade trees should be planted at frequent intervals. These trees should be Sycamore, to match the mature trees currently on B Street.

Earthquake Fault Corridor

The Hayward Earthquake Fault runs directly through the downtown, and has become one of the primary influences on the future urban form of the core. The fault trace and the accompanying setback zone (50' on each side of the trace) have created a problem through the heart of downtown Hayward with a negative influence that extends beyond its obvious geological threat. The setback zone was created to prevent any new buildings from being placed directly on a fault trace, along which a displacement of up to six feet is expected to occur with the next major quake. Existing buildings within the zone must either be retrofitted or razed; they can not be replaced. The City is now trenching the area to determine the exact location of the traces and the specific buildings that would be effected. This corridor is currently a place in limbo: it is slowly disintegrating and no strategy has emerged to reverse this trend. In the absence of a policy to guide its future, the corridor will either remain a no-man's land, or become one long parking lot splitting what is left of the core into fragments.

The Boulevard

A solution to this dilemma which is both grand and sensible is to convert the disintegrating corridor into an expanded civic boulevard. This can be accomplished by moving the downtown stretch of Mission Boulevard eastward, so that the new right-of-way overlaps the setback zone for the Fault line. Though this requires removing the few remaining buildings along Mission directly over the Fault, it creates a generous opportunity of new developable parcels that are not restricted by the fault setback zone along the whole west side of the boulevard.

In order for the new Mission right-of-way to cover the setback zone, the boulevard may have to be wider than the two moving lanes in each direction needed for traffic. This extra width is to be accommodated in a formal park median in the center of the boulevard. The median should be designed to contain active park uses and with a perimeter that buffers the park from traffic. The median as shown is designed to accommodate the pushcart market on appropriate days.

The mid-block areas that are exposed in the boulevard move can be filled in a number of ways, because they are no longer restricted by the setback zone. Initially, these sites can continue to accommodate parking fronted by existing retail storefronts along the backs of the buildings on Main Street. Eventually, these parcels can be developed with housing or retail uses.

Since the relocation of Mission Boulevard will be a costly project and a funding source has not yet been identified, many existing buildings are likely to remain for some time. The city should, therefore, encourage retrofitting of existing unreinforced masonry structures located within the future Mission Boulevard alignment. By such strengthening, the buildings will be better able to withstand ground shaking caused by slippage along other faults or other portions of the Hayward Fault, and, in the event of ground rupture, the loss of life resulting from building collapse should be reduced.

Moving Old City Hall. The historic Old City Hall currently sits directly over the fault. This building, currently vacant, may be irreparably damaged in the next large quake. As part of the boulevard option, a feasibility study should be done to explore the possibility of moving this historic structure to a site off of the fault. The proposed focal point site is a possible location for it. Care must be taken that the location can adequately accommodate the building's setbacks and second story entrance. The site must be suited for its frontal, monumental qualities.

Preservation and stabilization of the City Hall front facade in its present location or in an alternate location may be an alternative to relocating the entire building.

The Median Park

A strategy for adapting the new boulevard to the downtown is to separate the two travelled directions from each other so that they are perceived as two one-way streets, each with two moving lanes. This creates a right-of-way of 150', with a center median large enough to accommodate active park uses. The capacity of the median to allow activities is essential to retain B Street continuity across the disruptive fault corridor. To make the proposed median design appropriate for a park, it should contain the following elements: 1) a terraced profile (no higher than 3 feet off the ground) with planting strip that buffers a walk-way down the center of the contained linear park; 2) dense shade trees on both sides of each two-lane roadway which will spatially contain the road, reduce its apparent size and create a civic character that distinguishes this stretch of Mission through Downtown from the rest of Mission Boulevard; 3) a continuous decorative iron fence along the top of the terraced bench/planter to help define the two one-way roads, and provide greater safety for those using the park; 4) new lighting standards that overhang the street and organize signals and street signage at intersections.

The median should not be part of the CalTrans right-of-way. It is essential that the use, design and maintenance of the median park be under City control. This bisecting of the boulevard with a median park is necessary to make housing along the Boulevard viable. Fronting two moving lanes and a park is very different from facing a four lane arterial.

This linear median park is the ideal future location for the outdoor/pushcart marketplace. The presence of a market in the median would further enhance the redevelopment sites along Mission. The central walkway in the linear park will accommodate a market well, with vendors or pushcarts occupying the center of the path and people walking on each side of them and using the terraced buffer as seating.

Before the Boulevard

The first step in revitalizing the fault corridor that can precede the moving of the boulevard is to repopulate it with uses that can be accommodated in the setback zone. Three uses that have a direct benefit to the downtown core are the market, a park, and parking. In the Phase I plan (page 44) these are arrayed along the length of the fault in ways that complement the areas they abut. A park occupies the site across Mission Boulevard from Library Square. This expands the usable open space in this area, and links it to a highly used space across the street.

Figure 24
The Boulevard

A farmers market at the corner of B Street and Mission heals the scar that the fault has caused on the retail street (for more detail, see "B Street: *B Street/Fault Corridor Intersection* "). In addition, parking is provided at C and D Streets and Mission set behind a dense bosque of trees to reduce its effect on the street environment.

The new park across Mission from Library Square should have amenities to make it useful as an outdoor recreation area for local residents. The narrowness of the lot at this location and the urban quality of the surroundings make it necessary that play areas be set far back from the street, buffered by planting and fences at the corners of the block. Landscaping should define the perimeter of the site and provide shade and shelter for the inner areas. A decorative iron fence should surround the Library Square extension, matching the one along the linear park median. New tree planting here should match the existing Linden trees in Library Square

Parking on lots along Mission Boulevard must not extend as far as B Street. The lot itself should be setback from Mission, and the setback area should have two double rows of trees and benches at regular intervals along it in a way that appears to be a continuation of the Library Square park across the street to the south.

III. HOW TO START

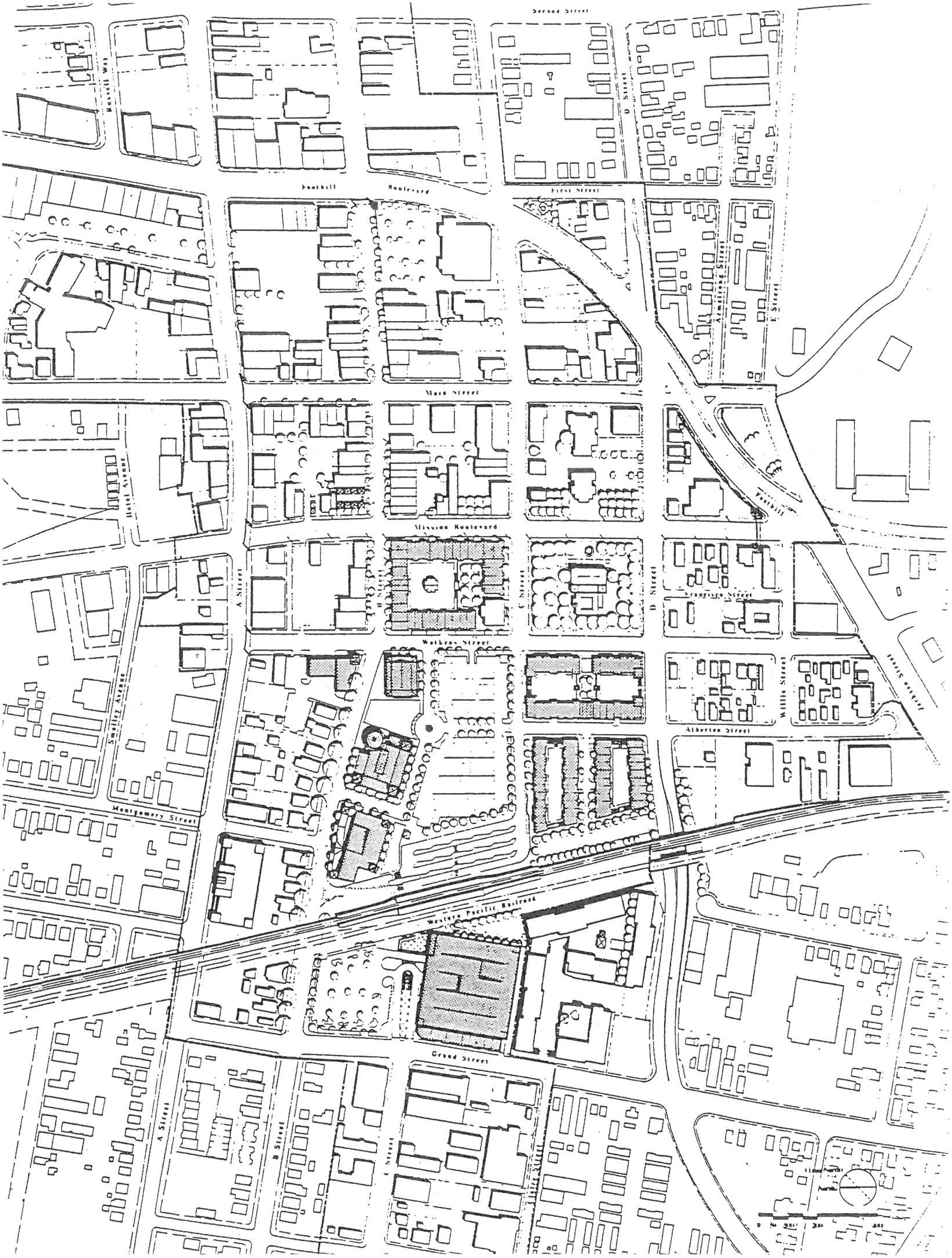

Second Street
Russell Way
D Street
Foothill Boulevard
First Street
Armstrong Street
E Street
Main Street
Hotel Avenue
Foothill
Mission Boulevard
A Street
B Street
C Street
D Street
Francisco Street
Watkins Street
Jackson Street
Smalley Avenue
Willis Street
Atherton Street
Montgomery Street
Western Pacific Railroad
Grand Street
A Street
B Street
C Street

Figure 25 (opposite page)
Phase I plan

The plan outlined in the previous chapter establishes the goal of downtown revitalization. It describes an interrelated series of public and private actions. All of the elements of the plan cannot be accomplished at once. Some must be completed successfully before the City has the resources to initiate others. This chapter describes a strategy to begin the realization of the plan by identifying a series of concurrent actions which the City can undertake with available resources. These initial steps will create the central elements of the plan and establish Hayward as a place in the process of vigorous revitalization.

In this first phase the City should undertake some action on each of the following principal components of the plan: The Focal Point, Housing, B Street Revitalization, Cultural Activities, Boundaries and Edges, and the Fault Corridor.

The illustrative plan on the opposite page and the descriptions below identify which increments of the plan should occur at the first phase in each category.

The Focal Point

The Downtown Plaza and the principal buildings which define it are the catalyst for the plan and are the key elements of the first phase. Initially, BART may retain its portion of the landswap as an interim parking lot. This lot services the transit station, but is no longer a negative force on B Street. On the west side of the BART station, the pedestrian entry into the station is improved, and the parking structure is built in its reconfigured orientation. An interim parking lot for BART is located at the corner of B Street and Grand. The housing that stands between the parking structure and Grand Street is built when the housing project to the south of the structure is built. At the corner of B Street and Watkins, the downtown Firehouse occupies its new location as part of the ensemble of Focal Point buildings.

This creation of the Downtown Plaza, focal buildings and pedestrian connections to the bus and BART station sets the stage for new investment on B Street and on the City's housing sites.

Housing

Three housing sites are developed in phase I. These are Site 1 (Atherton/BART tracks/C Street/D Street), Site 3 (Mission/Watkins/B Street/C Street), and Site 4 (Watkins/Atherton/C Street/ D Street). The main civic goals for housing in phase I are to redefine B Street, focus on Library Square, enliven the forgotten pedestrian environment, and repopulate the core with downtown residents. It is critical for housing to establish a successful relationship with the primary civic spaces (Library Square, B Street) early in phase I. The initial development sites have been chosen so that the projects work together to create a sense of neighborhood.

B Street/ Business Revitalization

The Focal Point anchors the west side of B Street in phase I and serves as a catalyst for future commercial development in the area. New gateway pylons announce B Street at the point that it intersects Foothill Boulevard, and announce its presence to regional traffic passing by. The new

mixed use retail/housing development on Site 3 reestablishes retail continuity from Watkins to Mission and animates the street with residential activity above. A small scale pushcart market activates the corner of Mission and B Street on off-market days, and all of B Street itself is enlivened on major market days. The relocated Firehouse is built as part of the ensemble of Focal Point buildings, helping define the new Downtown Plaza and bringing a firehouse gallery/education center to a site where it is guaranteed visibility to the community.

Business revitalization in the first phase involves a set of concurrent actions that reactivate current vacancies, promote new businesses, and retain those that currently exist. These actions also repair the existing fragmentation that undermines the present street environment. The U.R.M. program saves existing building stock that is the heart of the core's historic character. The Storefront Community Gallery is in this phase to reactivate vacant storefronts. New parking configurations on existing municipal lots increase available parking

Cultural Activities

Three first phase actions will reestablish regular cultural events in the downtown area. First, a year-round calendar of events can be used to target a regional market, advancing downtown's image as a destination point. Second, the banner program gives color and form to the events that are scheduled for the core. Third, the Storefront Community Gallery provides an immediate location for community and arts groups displays. These three programs will contribute to activating downtown's image. More events/programs can be initiated as resources are available.

Boundaries and Edges

The gateways along Foothill at B Street and at Mission/Jackson are the main gateways into the downtown and should be completed in the first phase. The B Street/Foothill gateway consists of a pair of pylons to support an events banner. With the year-round events calender in place, there should always be current activities to announce on the entry banners. At the Mission/Jackson/Foothill intersection, Billboard Park and its accompanying gateway can be built in the first phase. This move will fix the most ragged edge of the downtown core.

Earthquake Fault Corridor

The first steps in this area must be carefully chosen to improve the corridor today, but not preclude the creation of the Boulevard at a later date. The critical northeast corner of Mission and B Street becomes part of the retail activity by becoming the home for Pushcart Market vendors. The fault corridor site along Mission between C Street and D Street should be treated as an extension of Library Square. Parking can occur behind this park area. The block along Mission between B Street and C street can accommodate parking for B Street behind a narrow park-strip on Mission and existing buildings on B street. If the URMs at the southeast corner of Mission and B are razed before the Boulevard is built, than a market site comparable to the northeast corner should be developed there.

Conclusion

Successful redevelopment needs continuous momentum. Initial actions are the catalyst for future changes, creating incentives for development, increasing land values, generating tax increment revenues that build on initial resources. This plan proposes a redevelopment strategy that conserves the positive qualities of downtown Hayward and combines them with carefully structured new development. The first phase of this plan defines a long-term vision for the core at the initial stages of rebuilding, and generates momentum toward the making of a vital downtown neighborhood that will benefit all the citizens of Hayward and serve as a model for communities throughout the region.

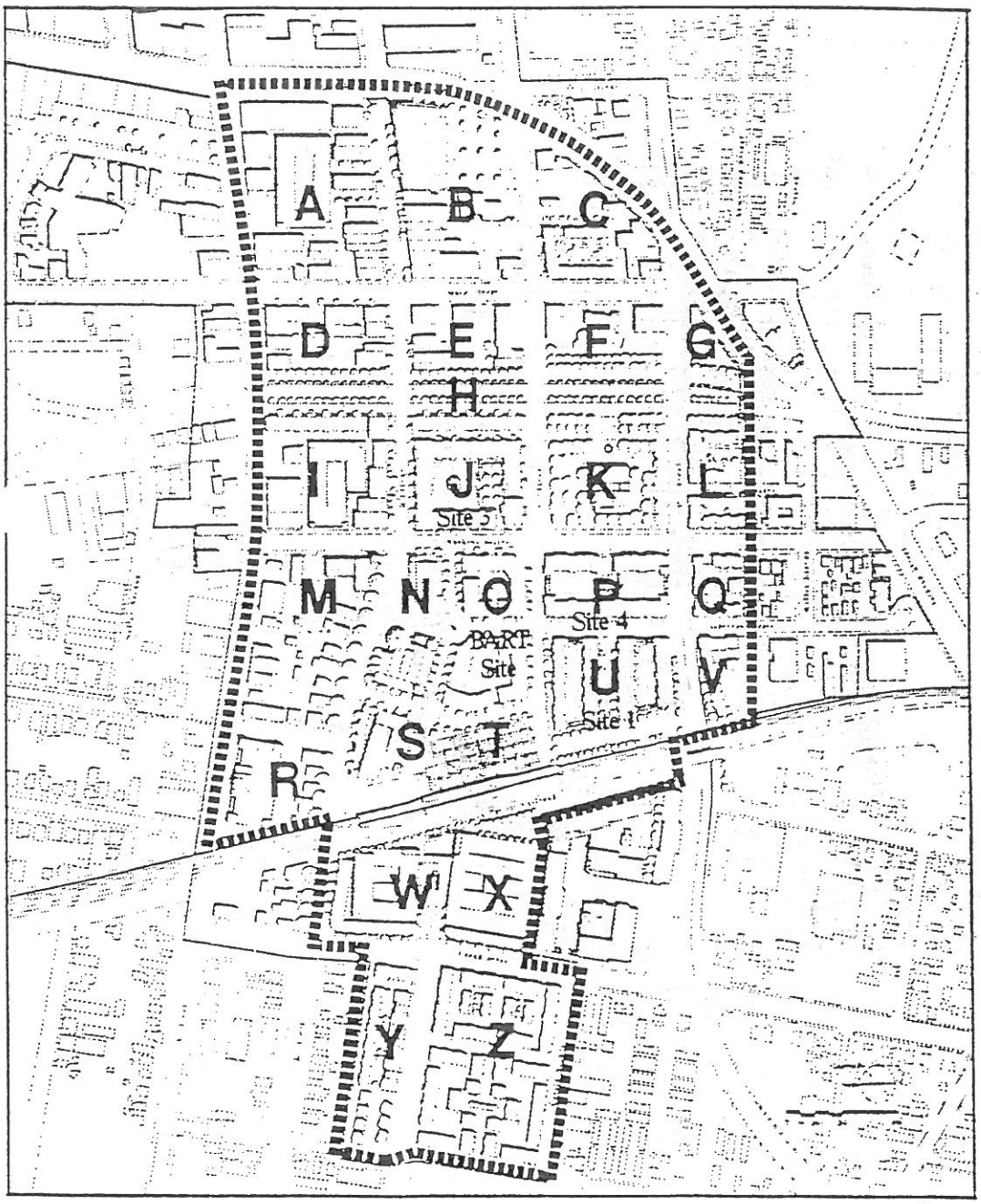
APPENDICES

NEW LAND USES	AMOUNT	CONDITIONS
Block A: Parking Structure	500 stalls	
Block B: Supermarket	47,600 sq. ft.	footprint
Block C: Housing	25-60 units	range: 30-65 units/acre
Billboards*	10	relocated
Block G: Billboards*	10-14	relocated
Block H: Median Park		
Block I: Retail 7100 sq. ft.	ground floor only	
Parking Structure	350 stalls	
Housing	16 units	
Block J: Retail*	17,500 sq. ft.	ground floor only
Housing*	74-110 units	@ 30-45 u/a (retail reduces dentity)
Block L: Housing	31-63 units	range: 25-50 units/acre
Block M: Retail	8100 sq.ft.	ground floor only
Firehouse*	12,000 sq. ft.	ground floor only
Block N: Retail*	22,000 sq. ft.	ground floor only
Focal Point Bldg.*	55,000 sq. ft.	on 2 floors
Block O: Housing	125-265 units	range: 30-65 units/acre
Block P: Housing*	50-108 units	range: 30-65 units/acre
Block Q: Housing	20-41 units	range: 25-50 units/acre
Block R: Office	50, 800 sq. ft.	footprint
Block S: Parking Structure*	140 stalls	
Retail*	12,000 sq. ft.	ground floor only
Block T: Bus Canopy		
Block U: Housing*	93-202 units	range: 30-65 units/acre
Block V: Housing	19-39 units	range: 25-50 units/acre
Block W: Housing	18 units	
Parking Structure	441 stalls	
Block X: Housing*	12 units	
Parking Structure *	1216 stalls	
Block Y: Housing	42-91 units	@ 30-65 units/acre
Block Z: Housing	150-320 units	1/2 @30-65 units/acre 1/2 @ 25-50 units/acre
TOTALS:		
Housing	**675 to 1345 units total**	range: 25-65 units/acre
Retail	**66,700 gross sq. ft. total**	ground floor only
Parking Structures	**2647 stalls total**	
City built	990 stalls (350 blk I, 500 blk A, 140 blk S)	Assuming three stories
BART built	1657 stalls (two structures, blocks W, X)	
Office Space	**50,800 sq. ft., total**	ground floor only
Miscellaneous		
Supermarket expansion	47,600 sq.ft.	ground floor only
Firehouse	12,000 sq. ft.	ground floor only
Focal Point Building	55,000 sq. ft.	on two floors

** additions proposed for Phase I (see chapter III,. "How to Start")*

APPENDIX A: MAPS

Land Use, Height, Setback, Density, Zoning



1. LAND USE SUMMARY MAP

Figure 26

The figures on the opposite page refer to full buildout conditions. They represent additions *to the downtown's existing services proposed by the plan.*

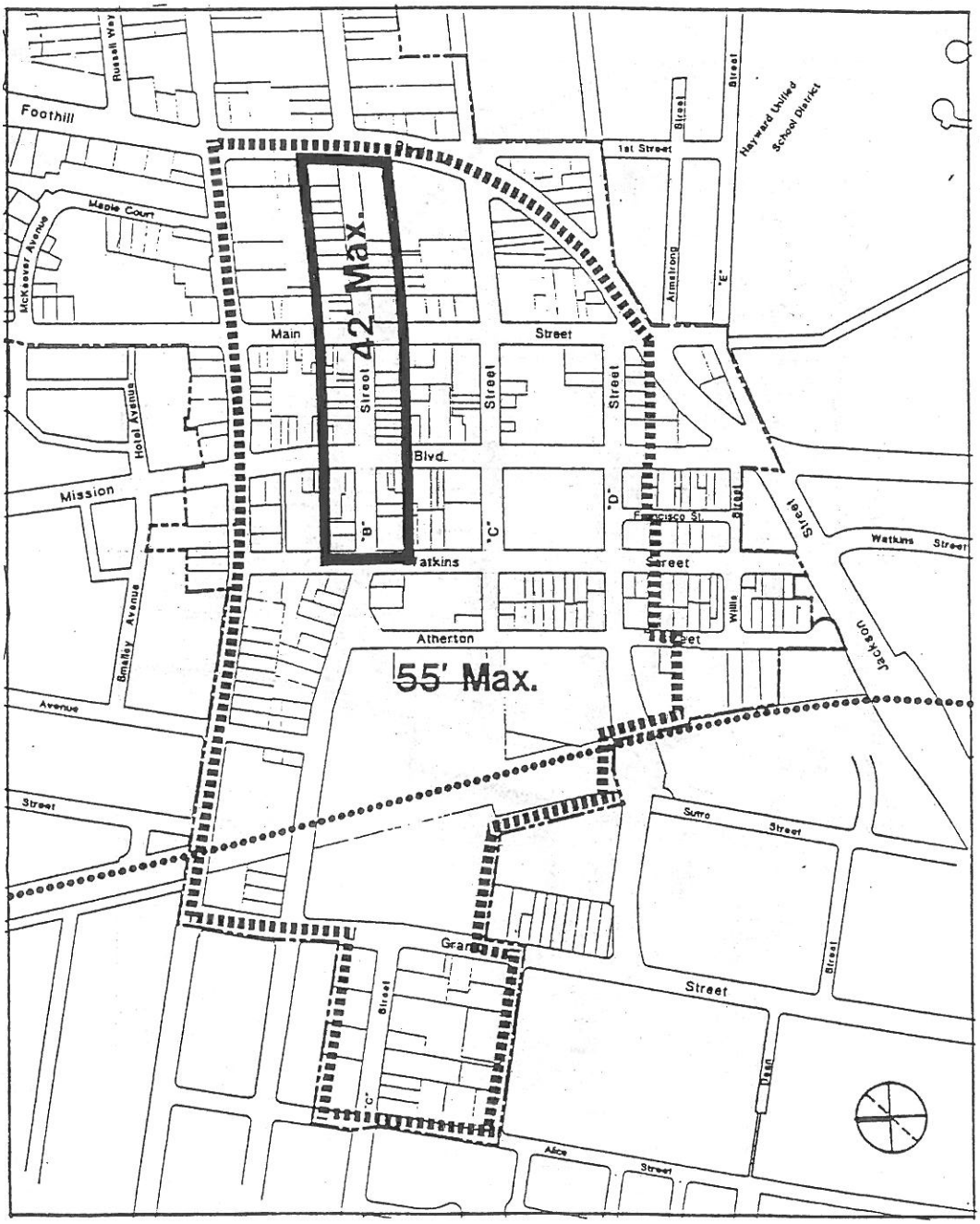
KEY

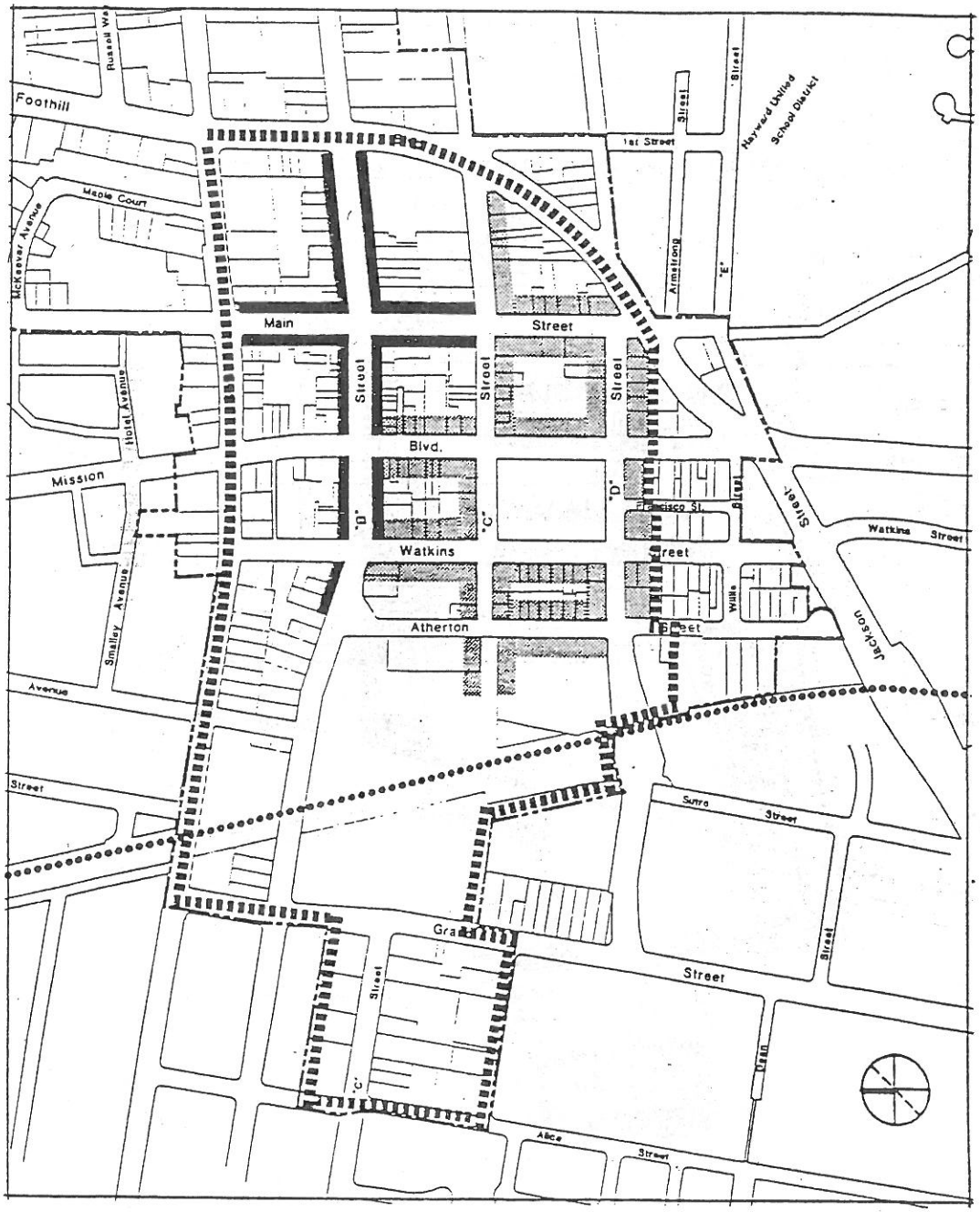
Boundaries of this plan

2. BUILDING HEIGHT MAP

Figure 27

This map amends existing building height requirements for the downtown core area.





3. BUILDING SETBACK MAP

Figure 28

This map amends existing building setback requirements for the downtown core area.

KEY

No Setback allowed

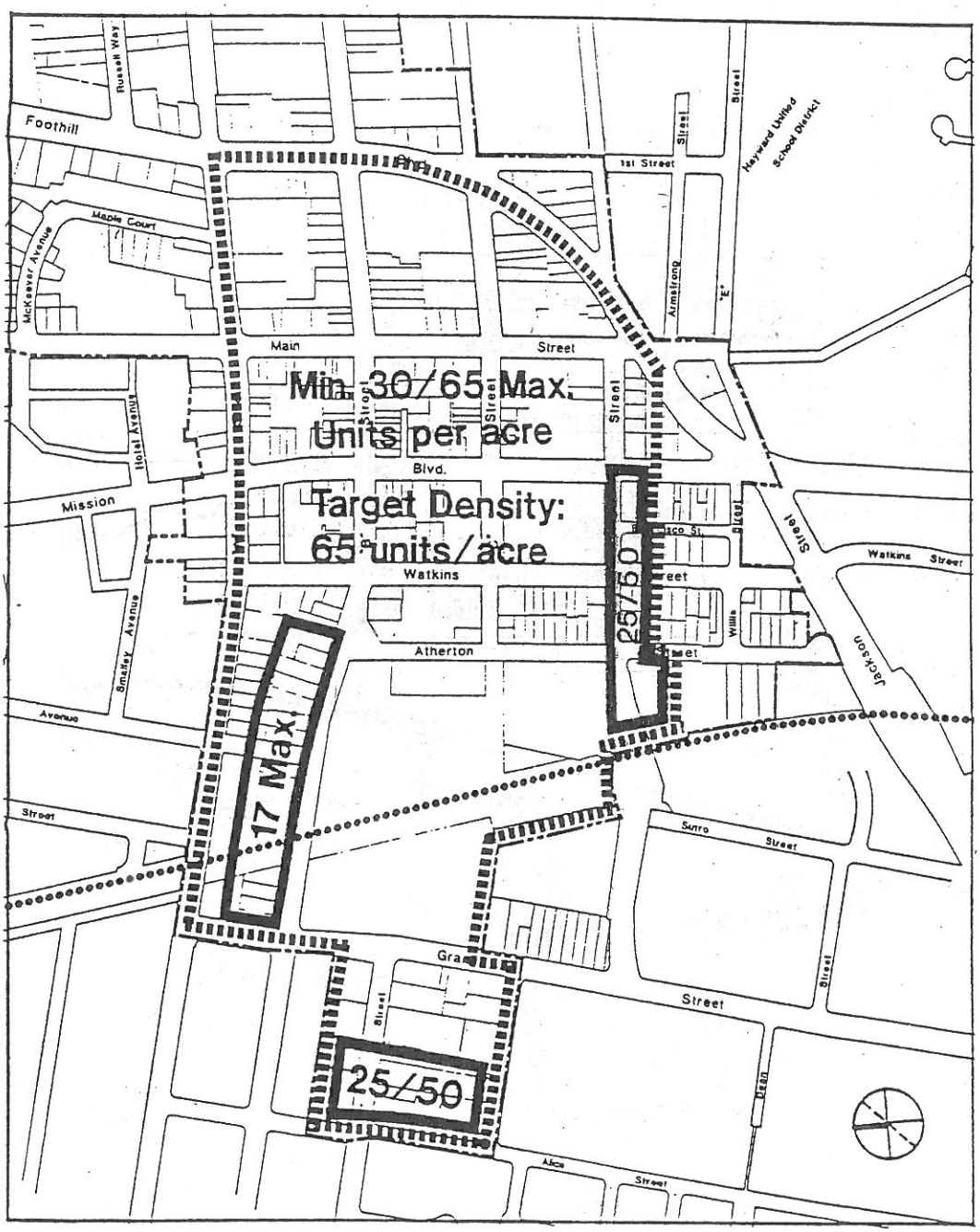
4 feet for Encroachment Zone Setback (page **)

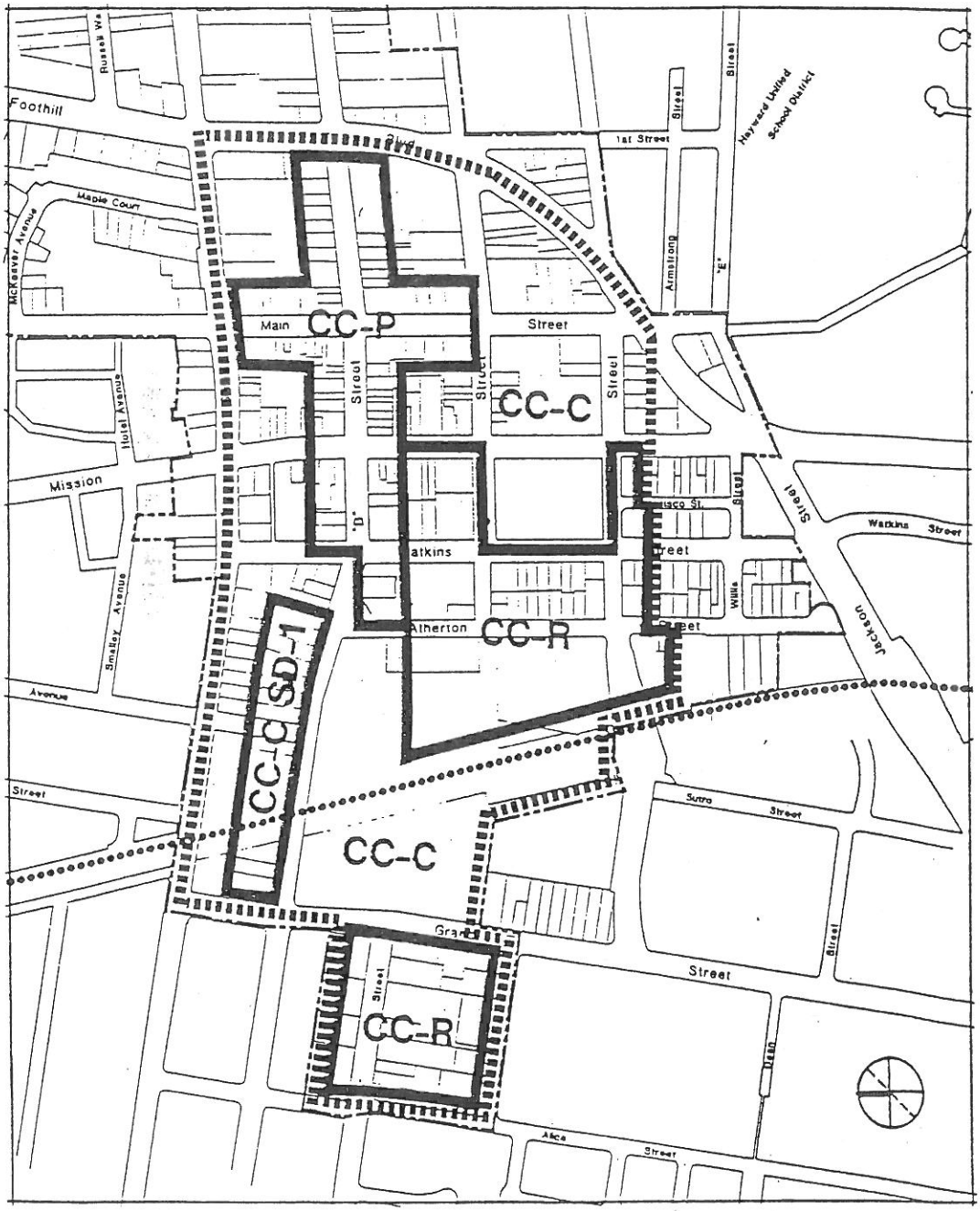
Unmarked areas:
0-4 feet Setback allowed

4. RESIDENTIAL DENSITY MAP

Figure 29

This map amends existing density requirements for the downtown core area.





5. ZONING MAP

Figure 30

This map amends existing zoning requirements for the downtown core area.

APPENDIX B: DESIGN STANDARDS

TABLE OF CONTENTS

1. Street Standards

The following text outlines the design standards for streets that are critical to the downtown plan. For an explanation of the intentions behind these guidelines, refer to chapter 2, "The Plan." For specific page references, see the individual sections below.

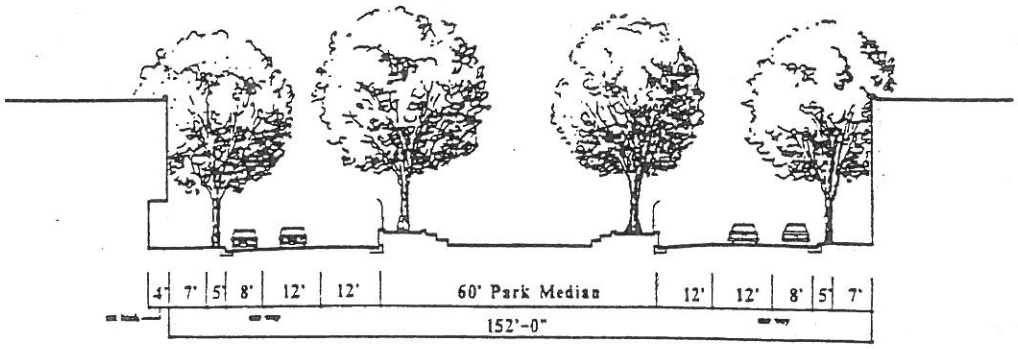


Figure 31
Mission Boulevard Section

Mission Boulevard Relocation, with Median

Intent: see Chapter II,"Earthquake Fault Corridor"

Standards:

•Mission should be a one-way couplet, with the median right-of-way owned by the City

• Dense linear street trees should occur on both sides of the linear park, and across the street in front of the potential housing sites. These trees should be equally spaced along Mission, and the planting should be symmetrical when seen from the point of view of those driving on Mission.

• The median should be as shown in the street section to insure that it is actually used as a park. This includes a maximum 3 feet high terraced seat/planter, and a decorative iron fence perimeter.

• Separate left turn lanes should be avoided in order to limit the width of the street, reduce the complications for pedestrians, and to avoid disruptive encroachments into the linear park. Left turns should be accommodated from shared left/through lane.

• Projected traffic demand on Mission from A Street to D Street should be accommodated with 2 lanes, or with 2 lanes and one parking lane that is converted to travelling lane during peak hours only.

D Street

The widening of D Street through the Downtown to increase its traffic carrying capacity is incompatible with existing and proposed land uses in the area. The proposal negatively impacts potential housing sites around Library Square. The increase in noise and reduction in air-quality that a regional arterial will produce can slow down redevelopment of many key sites in the area. From the standpoint of downtown redevelopment, other means should be explored for solving regional traffic needs. Among the options is a proposal for a grade-separation at the critical intersection of Foothill/Jackson/Mission, which may serve to make the D Street widening

unnecessary. In the event that the widening takes place, the following standards should be met to mitigate its effects:
•The posted speed through the Downtown should be 25 miles per hour. New curb radii design should be no greater than 20 feet.
•Separate left turn bays should be avoided in order to reduce the width of the street and reduce the complications for pedestrians and should be constructed only when warranted. Left turns should be accommodated from shared left, through lanes. Left turns should be accommodated into the Downtown Core when travelling in the eastbound direction. However, left turns into the Expansion Area are not critical from D Street, as it is possible to reach these areas in other ways. If necessary, to avoid adding bays, these left turns could be restricted.
•On-street parking is desirable along sidewalks that front Library Square, and also along the south side of D Street from Atherton to Mission. This parking is primarily a buffer for pedestrians. In the event that this parking buffer is not possible, the effects of through traffic must be mitigated using measures such as dense landscaping and decorative iron fence. This alternative buffer should not be more than 3 feet high. Sound walls should not be built in this area.
•There should be no right-of-way expansion along Library Square that removes any of the mature trees currently in the park.

Atherton Street

Atherton Street between C and D Streets should not be closed, even if the housing sites on each side of it are developed as one project. Keeping the street open has several benefits. First, it allows the new housing bordering it to have many more units with street addresses. Secondly, Atherton Street provides automobile access to housing on site 1. Third, public access on Atherton prevents combined Sites 1 and 4 from becoming a large private super block.

2. Residential Design Standards

The following text outlines the design standards recommended for new housing developments. For an explanation of the intentions behind these guidelines, refer to Chapter II, "Housing."

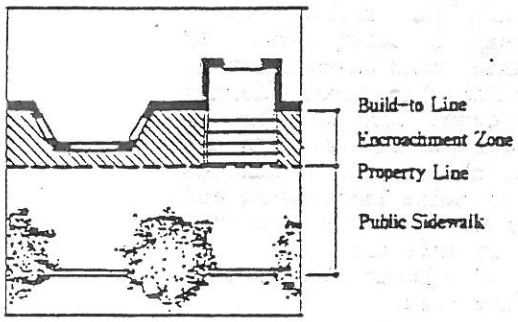
2.1 General Standards

Encroachment Zone and Articulations

• An Encroachment Zone is a front setback of 4 feet from the public right-of-way that is required for all residential buildings (Exception: housing over ground floor commercial uses, which are not allowed any setback from the front property lines until at least 15 feet above the street). Encroachments into this setback are required: for every 50 feet of building frontage, a minimum of 30% and no more than 60% must encroach. An encroachment may not be more than 15 feet long (parallel to buildings), and encroachments must have at least 2 feet between them.

Permitted encroachments include architectural elements such as stairs, stoops, porches, eve overhangs , fireplaces, bay or bow windows, and trellises. Continuous encroachments that exceed the 60% maximum are permitted above the second level.

Figure 32
Encroachment Zone Diagram



• The required 40% to 70% of building frontage without setback encroachments should remain unobstructed. Staircases that run laterally across the face of the building are exempt from this limitation. Projections such as sills, door frames, belt courses, and rusticated materials are encouraged and are permitted to project up to 6 inches over the encroachment zone without limitation. Ground planting does not count as an encroachment.

Continuous Street Wall

• The rear of the encroachment zone is a build-to line, and 80% of building surface that does not encroach must be built to this line.

Pedestrian Entrance Frequency and Orientation

For all residential building types there must be individual or shared entrances at least every 65 feet of the street frontage. Entry courts where access is shared by both the pedestrian and the car satisfy this requirement.

All primary entrances to buildings and units should be from the public street that the building fronts. If the private drive through a project is like a public street or alley (with curbs, sidewalks, street-trees), then it may have entrances along it.

All ground-floor, street facing units must have entrances from the public street shared by no more than one other ground floor street fronting unit. Upper floor or inward facing units may share these same street entrances.

Relationship of Parking to Streets

• Where possible, streets should be bordered by livable space.
• Parking floors should be set 3 to 5 feet below grade to bring living spaces close to street level.

Orientation: Buildings/Private Drives/Alleys

- Facades of buildings must be oriented parallel to the street they front.
- Project drives and mid-block lanes must be perpendicular or parallel to the public right-of-way of the street grid.

The Combined Entry: Parking Accessibility & Security

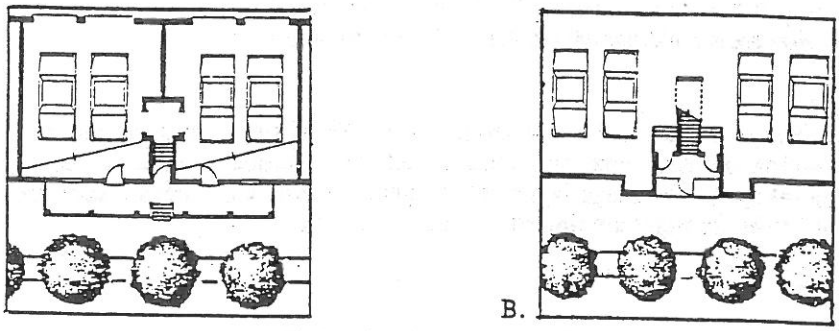


Figure 33
The Combined Entry

A. From private garage to unit above (via front porch)
B. From podium garage to unit above

Buildings should be designed with combined entrances that consolidate the path to the unit from the private podium parking garage and the path to the unit from the street. This may occur behind a transparent security gate.

Building Separations

The design controls are tailored to large housing developments located on parking podiums. The controls, therefore, establish standards for building separations, rather than rear yard or lot coverage prescriptions. Adjacent buildings should be separated to ensure privacy, a reasonable view and light for inner rooms. The minimum separations between building faces are as follows: 1) front to front - 30 feet; 2) front to rear - 25 feet; 3) front to side - 20 feet; 4) rear to rear - 25 feet and ; 5) rear to side - 15 feet (required only if either surface provides required light). There is no requirement for side to side separations.

Building Height & Massing

Building height is limited to 4 levels of housing over parking; on B Street height is limited to 2 stories over ground floor retail. In conformance with the building code, mezzanines less than 1/3 of the area they are open to do not count as a level. See Appendix A, Building Height Map.

Minimum and Maximum Densities

For the range of allowable densities, see Appendix A, "Residential Density Map."

Shopping Cart Depots

To encourage walking, housing developments within the core east of BART and north of D Street should provide residents with shopping carts and storage for these carts on the premises.

2.2 Standards By Type

2.2.1. MIXED USE: HOUSING WITH GROUND FLOOR COMMERCIAL

Building Design and Height

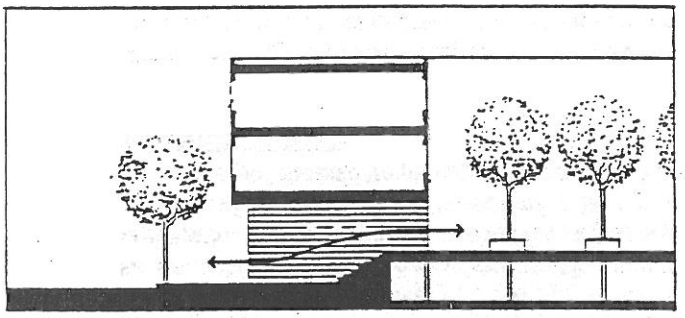
Buildings along B Street are maximum 2 stories of dwelling over 1 story of retail, not to exceed 42 feet. In other areas buildings are limited to 55 feet maximum.

Lot Coverage

100% lot coverage is permitted at the ground level. Permitted uses at the ground level are limited to parking, building entrances, storage, mechanical facilities, residential on side streets, and commercial space. Frontage is limited to building entrances, offices and/or commercial space. On B Street, frontages are limited to retail storefronts.

Podium Access

Figure 15
Podium access from B Street



Pedestrian access to the podium by stair perpendicular to the street should be provided along B Street (Site 3). The minimum width of the stair should be no less than 8 feet. Construction over the stair is permitted and encouraged for not less than 6 feet in depth measured in plan from the building face along the street. May be secured by transparent decorative iron gates. The stair opening on the street facade should be 2 stories.

Setbacks

The required encroachment zone setback does not apply for the parts of a residential building with ground-floor commercial spaces (along B Street and Main Street only; see Appendix A, "Setback Map"). Instead, the ground floor of the building should be built to the front property line without setback. Pedestrian elements project over or recess back from this front property line. Buildings may step back after 15 feet above the sidewalk.

Entrance Frequency

As a prevailing pattern there should be a commercial entrance at least each [35] feet along retail

streets. This dimension may be increased to [50] feet when entrances to upper-floor residential units (individual walk-ups, podium access, or lobby entrances) are interspersed.

2.2.2. HOUSING SURROUNDING LIBRARY SQUARE

Building Design and Height

All buildings fronting onto Library Square should be 3+ stories - three residential levels over full to 1/2 level below grade parking. The first habitable floor should 5 feet or less from grade.

Pedestrian Building Entrances

Primary building entrances must be from the street which fronts the park.
2.2.2

2.2.3 HOUSING OVER PODIUM PARKING GARAGES

Lot Coverage

100% lot coverage is permitted at the ground level (not including encroachment zone area). Permitted uses at the ground level are parking, living units, building entrances, storage and mechanical facilities, and indoor or outdoor common areas. Above ground level the maximum permitted lot coverage is 75%. Decks and balconies which face on the street should be permitted only above the podium and/or within the area allowed by the bay window and sidewalk encroachment guidelines.

Entrance Frequency

As a prevailing pattern there should be a building entrance at least each 50 feet along streets and mid-block lanes. Housing for the elderly is exempt from this requirement where common areas with street entrances are located within 3 feet of sidewalk.

Building Base

Where parking occurs at the base of a building along a street frontage there should be planted niches, or planter boxes with irrigation provideed for not less the 50% of the parking frontage. Openings to parking areas for light and ventilation should be provided with grills or louvres that are sufficiently opaque to block the view of parked cars and lighting.

Curb Cut

In order to minimize the impact of automobiles, no curb cut or garage door facing the street should be wider than 12 feet. Without compromising the accessibility of the units, curb cuts should be spaced and arranged to maximize on-street parking, minimize sidewalk interruptions, and allow opportunity for ground level planting. Garage doors should be aligned vertically with

or placed in a considered relationship to bay windows or building articulations above. Garage doors should be opaque, as opposed to open grilles.

Podium Surface Use
All of the surface of any podium should be either building footprint, pedestrian circulation, planting or other forms of common usable open space. Unembellished concrete or membrane surfaces are not permitted.

2.2.4 TOWNHOUSES

Lot Coverage
For individual or clustered units, 75% lot coverage is the maximum permitted at ground level. Permitted uses at the ground level are living space, parking, building entrances, storage and mechanical facilities. Above the ground level the maximum permitted lot coverage is 75%.

Entrance frequency:
As a prevailing pattern there should be an individual entrance every 25 feet or shared entrances every 50 feet along streets, mid-block lanes and for units whose primary entrances are from courtyards.
Garage Door Size & Frequency
•Along street frontages, garage doors serving single units are limited to 12 feet in width and may not occur immediately adjacent to one another. The total length of garage door frontage is limited to less than 40% of the total building frontage. Where possible, curbs shall be placed to maximize opportunity for on-street parking.

3. Retail Standards

The following text outlines the design standards recommended for new commercial development. For an explanation of the intentions behind these guidelines, refer to chapter 2, "Reconstruction: B Street". These standards appy to new development in the CC-P zone (see page 55).

3.1 Standards for Infill

Signage
See 3.2: summary of existing Sign Ordinance

Facades
See existing Downtown Design Guidelines and Requirements.

Pedestrian Oriented Elements

All new retail infill is to have at least one of the following on its primary street frontage: overhanging signs, awnings or sunshades, overhangs, benches integrated with the building, deep setbacks at entries, or any other physical device that is specifically oriented toward pedestrians. These are to be used for shelter, advertising, browsing, or resting. These elements should occur in a projecting zone that extends out from the face of the street wall above the sidewalk a minimum of 3 feet, or in a recessed zone in the case of entry setbacks that extends back from the face of building. In order for an entry setback to meet the pedestrian element requirement it must set back a minimum 8 feet and have at least 80 sq. ft. of outdoor space highlighted with tables and chairs (restaurant), or freestanding display cases. Sidewalk displays (like sandwich boards) are also encouraged, and should take place within recessed entries, or in an 18 inch deep zone that is directly in front of the individual store. These displays do not meet min. pedestrian element requirements, and boards should be a max. of 6 sq. ft. per side and one per business.

Sidewalk display signs shall not be displayed during non-business hours.

Setbacks

The ground floor of the buildings should be built to the front property line without setback. Pedestrian elements project over or recess back from this front property line. Buildings may step back after 15 feet above the sidewalk.

Entrance frequency

Retail entrances must occur every 35 feet at minimum, with 25 feet being the preferred distance between pedestrian openings.

All new retail stores within the core are to help define street continuity, and animate the street with entrances and product displays. Buildings must be built without setback (excluding entry setbacks, which are permitted), and main entrances must be from the street, and not the parking lot. Parking lots must be located in mid-block areas, or on secondary streets. No parking lots may directly front B Street, Main Street, or the streets surrounding Library Square.

New Supermarkets, or other large floor-plate retail

In supermarkets, semi-independent interior functions (i.e.: the deli, bakery, flower shop) should be moved to the perimeter of the building. They should be provided with separate entries or walk-up sales windows from primary streets (B Street, Main Street), and treated like traditional storefronts. They may also be accessible from the interior of the store to not disrupt standard supermarket layouts.

3.2 Existing Sign Ordinance Summary

The following summarizes the sign ordinance currently in place for the downtown

(a) Permitted Signs. Wall, window, awning, projecting, hanging, monument sign and signs of

historical or aesthetic significance.

(b) Prohibited Signs. Roof, pole (except as otherwise provided), animated, revolving, flashing (except as part of a window display), or signs that obscure the detail of building facades.

(c) Colors. Sign colors must relate to the paint scheme of the building. No more than three colors shall be used on any one sign, unless approved by the Redevelopment Administrator. Fluorescent colors are prohibited.

SIGN AREA AND NUMBER

Foothill Boulevard/A Street Area

For establishments on Foothill Boulevard and "A" Street the maximum sign area is two (2) square feet per linear foot of primary frontage, and one (1) square foot per linear foot of secondary frontage. Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages. No establishment shall be permitted more than a total of two-hundred (200) square feet of sign area. Each establishment shall be entitled to a minimum of fifty (50) square feet for the primary frontage.

Remaining Area

For establishments on streets other than Foothill Boulevard and "A" Street the maximum sign area is one (1) square foot per linear foot of primary frontage, and one-half square foot per linear foot of secondary frontage

Only one (1) secondary frontage may be counted for determining maximum sign area for all secondary frontages.

No establishment shall be permitted more than a total of one hundred (100) square feet of sign area. Each establishment shall be entitled to a minimum of thirty (30) square feet for the primary frontage.

All Areas

For all establishments the maximum number of signs permitted per frontage is two (2). Maximum number of signs permitted per establishment is four (4). Window signs may be in addition to these maximums.

SIGN TYPES

The following sign types shall be allowed in the downtown Redevelopment Area. The policy of the Agency is to discourage the use of manufactured "can sign" and encourage the use of individually lettered sign which are generally more aesthetically pleasing.

(a) Wall signs. Wall sign may be painted on the wall, or be made of metal, wood (except untreated plywood), plastic, neon or vinyl. Fluorescent material is prohibited. Sign shall be located no higher than the cornice or parapet line, whichever is lower.

On Showcase Buildings, signs must be place within the sign panel area on the building facade, and must not extend over the side piers, nor beyond the parapet or building face. On

"B" Street, signs must be place low enough not to be obscured by street tree foliage.

(b) Permanent window signs. Permanent window signs may include graphics painted on glass, vinyl letters applied to glass, a clear acrylic panel behind the window, or small neon window signs.
Permanent window signs may not occupy more than twenty-five percent (25%) of the total area of the window. Window signs shall not count toward allowable sign area.
Lettering should be white or light in color since windows have a tendency to appear dark.

(c) Projecting signs. Projecting sign shall be located no higher than the cornice or parapet line, whichever is lower, and must be located so as to not obscure any architectural detail of the facade. A double face projecting sign shall be considered one sign.
The maximum size for a projecting sign is forty (40) square feet (20 square feet per side). Projecting signs shall not project more than three (3) feet horizontally, except that on Foothill Boulevard and on "A" Street projecting signs may project up to five (5) feet horizontally. In no case may the sign come within 2 1/2 feet of the curb.

(d) Hanging signs. Small horizontal hanging sign, suspended from a canopy or awning, may be place above an entry. Such a hanging sign shall not exceed eight (8) square feet in size (4 square feet per side).

(e) Overhang (Marquee) signs. Overhang sign are mounted atop the overhang, parallel to the storefront. They should not be used in conjunction with wall signs. Overhang signs shall not exceed three (3) feet in height.

(f) Awning signs. The area of a ground floor awning sign shall not cover more than thirty percent (30%) of the total surface area of the awning. The area of an upper-floor awning sign shall not cover more than twenty percent (20%) of the total surface area of the awning.

(g) Monument signs. A sign mounted on a permanent base rising from the ground must conform to the scale and design of the building which it identifies. Base materials must be of concrete, stucco, redwood or brick. The area around the base of monument signs must be landscaped. If illuminated, external illumination is preferred. Monument sign shall not have an overall height greater than five (5) feet or extend beyond the property line.

(h) Signs of historical or aesthetic significance. As determined by the City of Hayward Redevelopment Agency a business sign erected before adoption of the Design Requirements and Guidelines which displays significant historical or aesthetic value, is a positive attribute to the communities identity and is not contrary to the intent and spirit of the Design Requirements and Guidelines shall be considered a conforming sign. All other establishment signage, as well as total number and area of signs, shall otherwise conform to regulations.

(i) Temporary Signs.
(1) Hanging Banner - "Grand Opening" banners shall be permitted on a one-time -only basis, for a period not to exceed thirty (30) days. No other types of banners are allowed.
(2) Paper or Paint Window Signs - Special sale window sign, or either paper or paint, are permitted. Such signs when combined with permanent window signs, must not occupy more than twenty-five percent (25%) of the total area of the window.

Figure 35
U.R.M. Assessment Map

APPENDIX C: U.R.M. PLAN
Unreinforced Masonry Building Assessments

Some existing unreinforced masonry (U.R.M.) buildings in the downtown core should be targeted for assistance. For the purpose of revitalization, standards for selecting buildings should be based on their relative importance to the downtown retail district, and their urbanistic role. Buildings that were selected fell into two categories. Either they were "individually significant" or they were "significant in ensemble." To fall into the first category, they exhibited a interesting use of materials or design; as buildings they are worth saving for their individual qualities. To qualify for the second category, the buildings must be in a context of other similar buildings whereby their virtues are as an ensemble, and a loss of any one of them would hurt the larger fabric.

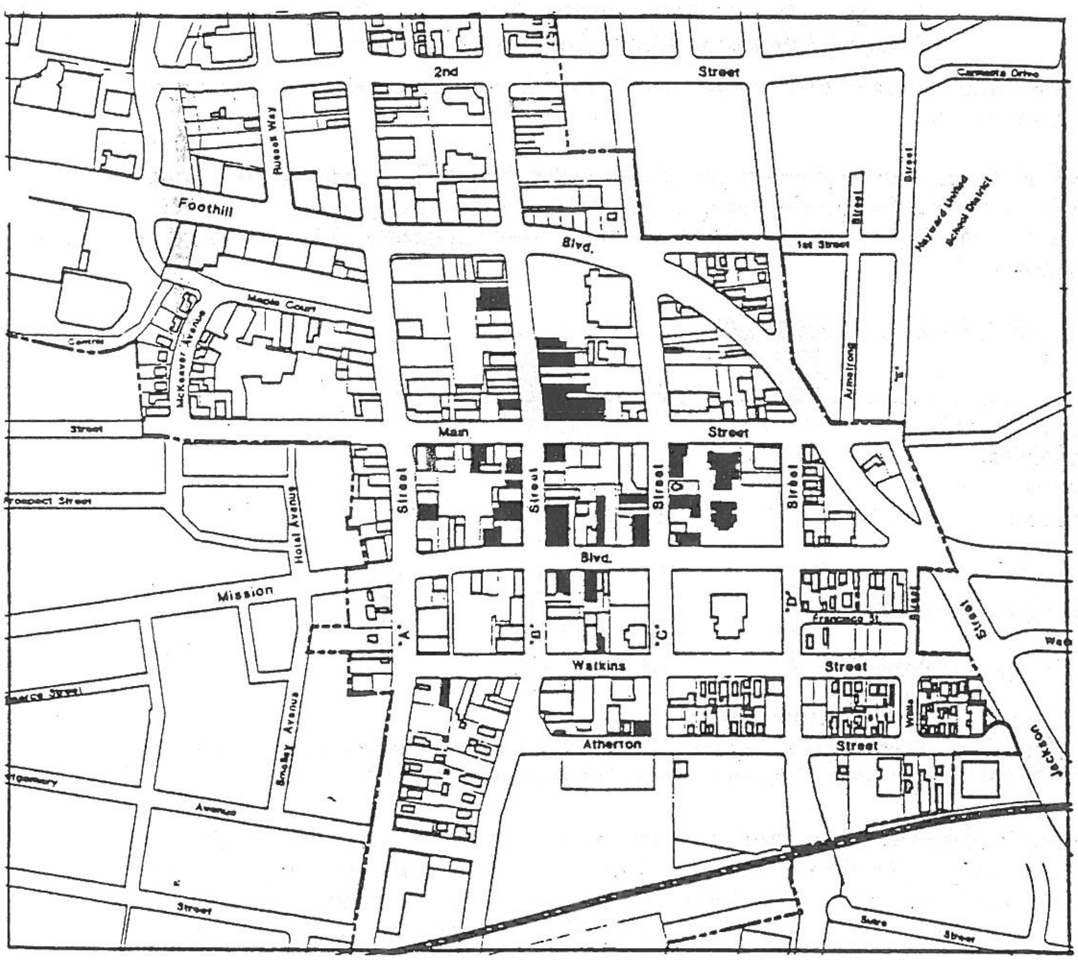


Figure 36
Existing U.R.M. Map

KEY

Existing U.R.M.Buildings

APPENDIX D: PARKING ANALYSIS

This is a summary of a preliminary analysis of parking ratio requirements for redevelopment in the downtown Hayward core.

1. Off-Street Parking Requirements

The City of Hayward off-street parking requirements contained in the Zoning ordinance and Parking Regulations are:

Non-residential: 1 space/250 sq. ft. net floor area
Residential: 1.5 spaces/unit for apartment units up to two bedrooms
2.0 spaces/unit for all other multifamily housing (3 BR apts., condos)
0.5 spaces/unit for multifamily dwellings for the elderly

These requirements are largely based on past experience, ordinances from neighboring cities, and input from developers.

A number of studies were reviewed to get a better understanding of the parking needs which could apply to the proposed development. Table 1 summarizes typical peak parking rates for single uses by land use type, from the institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI).

Table 1. ITE AND ULI PARKING DATA

LAND USE	(ITE) WKD	SAT	(ULI) WKD	SAT
Residential (per unit)			1*	1
Low/mid-rise apt.	1.04	1.21		
High rise apt.	0.88	NA		
Condominium	1.11	0.95		
Office (per 1000 sq. ft.)	2.79	NA	3	0.5
Restaurant (per 1000 sq. ft.)	13	16	20	20
Retail	3.23	3.97	3.8	4
Supermarket (per 1000 sq. ft.)	2.87	3.42	NA	NA

* per auto owned NA: Not available
(Source: Institute of Transportation Engineers, "Parking Generation," 2nd Edition, Washington, DC, 1987. Urban Land Institute, "Shared Parking," Washington, DC, 1983)

ITE data also indicates that the observed peak parking rates have always been less than 2.0 for all types of multifamily housing (max 1.90), and in downtown areas, the observed peak rate ranged between 0.35 and 1.0. Most of the published data has been collected in suburban locations with high auto use. Mode share data for the entire Hayward area (1980 Census Data) show that 72 percent drive alone, 17.5 percent carpool, 7.3 percent use transit and 2.6 percent walk, a better

than average rate for the use of alternative modes. The percent of transit usage would be higher for proposed redevelopment, located close to the BART station and the major AC transit hub in a pedestrian oriented urban center.

The above indicate that Hayward's existing parking requirements are too generous for the proposed development, which consists of an integrated mix of commercial/office and residential uses and is located close to major transit facilities.

It is recommended that the residential parking ratio be reduced to 1.5 parking spaces/residential unit for all cases (thus reducing the rate for condominiums and large apartments). A 1.5 parking space per unit requirement is high in comparison to the ITE and ULI rates and appears to be consistent with data for the Hayward area. Given the transit-oriented redevelopment area, the rate is sufficient to accommodate potential needs. A portion of these housing units would be studios or one bedroom apartments which would need only 1 space/ unit, and the proposed standard of 1.5 spaces/unit would accommodate the needs of the large apartments/condos. It is preferable to discourage high auto use by families occupying housing close to downtown and to major transit facilities.

Within the area subject to the Downtown Core Area Specific Plan, the residential parking requirement may be reduced by the approving authority to a minimum of 1.0 space per dwelling unit provided that the aggregate parking supply for all residential units at buildout, as described in the Specific Plan, excluding units exclusively for the elderly, is 1.5 spaces per dwelling. Residential parking requirements may be met in locations other than on the development sites, subject to the approval of the reviewing authority.

Off-street parking spaces shall not be required for construction of new buildings for commercial uses located on the ground floor in the Central City-Plaza District.

Off-street parking spaces shall not be required for construction of new buildings of similar area which replace demolished or damaged buildings that were located all or partially in the Central City-Plaza District.

It is recommended that the existing City standard for commercial uses remain at 4 spaces per 1000 sq. ft. The existing standard is based on net floor area. The net floor area is about 20 percent less than the gross (gross leasable) floor area, which is used in the parking rates shown in Table 1. Therefore, the City standard of 1 space per 250 sq. ft. of net area is equivalent to 1 space/300 sq. ft. (or 3.3 spaces/1000 sq. ft.) of gross area.

The 3.3 spaces/1000 sq ft requirement for commercial uses is probably higher than needed for the office component and should suffice for both employees and visitors, even if transit use does not substantially increase. If transit ridership grows, the office component could have extra parking at this ratio. For the retail component of the commercial uses, the actual parking demand varies by use (Table 1). Restaurants typically require high level of parking. The parking rates shown in Table 1 (ranging from 2.87 to 4 for retail and as high as 20 for restaurants) may not materialize in Hayward for several reasons. The ULI and ITE data are based on peak period (December) requirements and are from single-use shopping developments in auto-oriented suburban areas. Downtown Hayward, in contrast, will have people arriving by foot, bus, or BART. Finally, some on-street parking spaces are available as additional parking for customers and clients. (City staff identified a total of 376 on-street spaces in a survey of the area.) "Shared parking" also reduces the total number of required parking spaces.

Shared parking is defined as parking space that can be used to serve two or more individual land uses without conflict or encroachment. A ULI study (Urban Land Institute, "Shared Parking," Washington DC, 1983) has shown that the use of shared parking could achieve 5 to 25 percent reductions in the number of parking spaces calculated using peak rates for each individual use. The specific ratios for shared parking depends on the relative mix and proportion of land uses in the project (Kenig, N. S., "Parking Efficiency Through Shared Parking Concepts," Proceedings, ASCE Conference, Innovative Strategies to Improve Urban Transportation Performance, 1985). In Hayward, restaurants can share parking also used by offices.

II. Parking Needs for Proposed Development

Tables 2A and 2B show the parking needed for the proposed developments using both the existing (1) and proposed (2) parking requirements. In total, added office and retail will require 221 spaces (excluding the developments that provide parking on-site). Parking structures are proposed for block A and I (500 and 350 spaces), fully accommodating proposed development.

Currently, off-street parking in the Hayward downtown area is provided through municipal and private lots. The existing parking accommodates the needs of the existing land uses. With redevelopment demand will increase because of the added developments and the revitalization of the downtown. Table 3 shows the amount of existing parking, existing remaining parking, new parking, and total parking available at buildout. Projected parking availability is 1006 spaces, which accommodates the 590 existing spaces, plus 221 spaces for new uses for a total of 811. The surplus of spaces between required 811 and the potential of 1006 is a way to accommodate the increased demand on existing land uses as the downtown revitalizes.

**See Key Map, page 51, for block numbers*
(1) Using City rates, with 50% at condo ratio.
(2) Using Proposed rates

TABLE 2A. PARKING REQ FOR PROPOSED DEVELOPMENTS BY AREA

REDEVEL SUBAREA*	DEVELOPMENT TYPE	AMOUNT	REQUIRED PARKING (1)	REQUIRED PARKING(2)
1	Residential (units)	30	53	45
(blocks S,T,	Retail (sq ft)	12000	40	40
W,X)				
2	Residential (units)	718	1257	1077
(blocks I,J,M,	Office (sq ft)	50800	203	152
N,O,R,U,Y,Z)	Retail (sq ft)	54700	181	181
3	Residential (units)	176	308	264
(blocks L,P,Q,V)				
7/4	Residential (units)	26	45	39
(blocks A,B,D,	Retail (supermarket)	47600	(parking to be provided on site)	
C,D,E,G)				
		TOTAL	1884	1646

TABLE 2B: PARKING REQ FOR PROPOSED DEVELOPMENT, BY USE

DEVELOPMENT TYPE	AMOUNT	REQUIRED PARKING (1)	REQUIRED PARKING (2)
Residential (units)	950	1663	1425
Office (sq ft)	50800	0	0
Retail (sq ft)	114300	221	221
	TOTAL	1884	1646
(TOTAL Retail plus Office)		221	221

Note: Does not include fire house or focal point (library) building parking for these additions will be provided for as part of those projects (block R, 140 stalls)

TABLE 3. OFF-STREET PARKING SUPPLY, BUILDOUT CONDITIONS

REDEVEL SUBAREA*	EXIST	EXISTING TO REMAIN	NEW	TOTAL	NET CHANGE
2 (blocks I,J, M,N,O,R, U,Y,Z)	194	0	350	350	156
4/7* (blocks A,B, C,D,E,F,G)	396	156	500	656	260
TOTAL	590	156	850	1006	416

*Includes 142 spaces in private lots—block A.

** See table 2A for keying specific blocks with subareas*
(1) Using City of Hayward rates
(2) Using Proposed rates

LIST OF ILLUSTRATIONS